

CLUB

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Management

MAY
1961

IN THIS ISSUE:

How to Make Members Happy

A Multi-Club Cruise Party

How We Train Our Employees

Sales, Costs, Buying Trends

Recording Membership
Statistics

Food Ideas

The Restaurant Show

Club Adds Wine Menu





© 1980

Does your bar reflect the trend to Early Times?

Today, there's an increasing trend toward straight whiskies in general—and toward fine Kentucky Bourbons in particular. Does your bar reflect this trend? And, among such whiskies, Early Times, the true old-style Kentucky Bourbon is high, high up in popularity. More and more men of discriminating taste discover it every day. It's a prestigious, premium product . . . appreciated by members and guests alike. Does your bar reflect—proudly and prominently—this appreciation for Early Times? If not, what could be easier (or wiser) than ordering, now, the bourbon that's always smoother because it's slow-distilled?

The true old-style Kentucky Bourbon

EARLY TIMES

*Personalize
and Glamorize*

**YOUR FOOD SERVICE OPERATIONS
with**

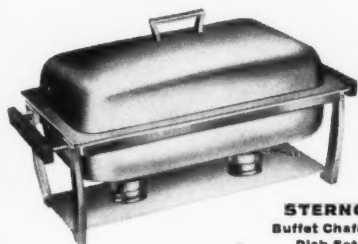
**STERNO®
EQUIPMENT**



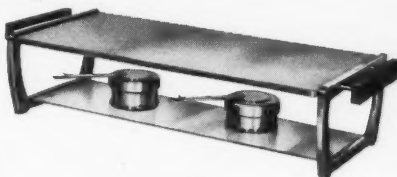
using famous STERNO Canned Heat Fuel

Glamorous at-the-table dining-room service . . .
sophisticated cocktail-lounge service . . . smart and
efficient buffet service . . . simplified room service

—you'll find them all easy and profitable to provide with Sterno's complete line of high-quality brass, copper and stainless-steel serving equipment. All these "Aids to Fine Service" burn safe, clean, economical Sterno Canned Heat Fuel.



STERNO
Buffet Chafing
Dish Set



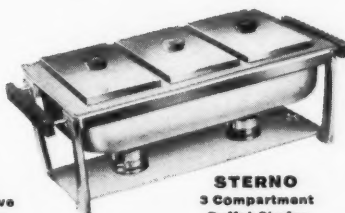
STERNO
Hot Plate



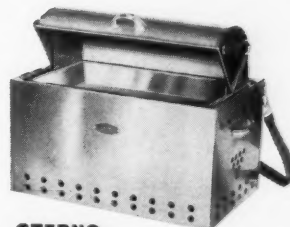
STERNO
Mobile Wagon



STERNO
Combination Stove
(Rechaud Style)
with Crepe Suzette Pan



STERNO
3 Compartment
Buffet Chafar



STERNO
Roll Warmer

Write For Catalog and Price List

STERNO, Inc.

ESTABLISHED 1887

A Subsidiary of Colgate-Palmolive Company
300 Park Avenue, New York 22, N. Y.

Makers of Safe. Dependable STERNO® CANNED HEAT® FUEL

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961

Dress up for discriminating Company



With an *Artex*® Original Custom Design

You can offer every food service client table linens that are exclusively his own... a source of pride, symbolic of the high standards of his operation.

At no charge, Artex skilled designers will create patterns and submit color sketches for the approval of you and your client. You may want a pattern incorporating a signature or expressing a theme... for instance, the boldness of the "Viking", the mysterious charm of "Kahiki", the supper club gayety of "Bib n' Tucker." If pictorial or historical scenes are preferred, they can be accurately reproduced, as in the "Hotel Utah" or the "Alpine Festival", printed in seven colors for complete authenticity.

All Artex table linens are imprinted on Momie Cloth, a high thread count, mercerized, all-cotton fabric, combining a rich, luxurious sheen with economical durability and launderability. Color fastness is guaranteed.

Mail the coupon today for the Artex Color Card and additional information.

**ART TEXTILE
CORPORATION**
HIGHLAND, ILLINOIS



Send to: Art Textile Corporation
1405 Walnut Street
Highland, Illinois

Please send me the Artex Color Card and additional information about custom designed table linens.

Name _____ Title _____
Company Name _____
Address _____
City _____ Zone _____ State _____

Golden Plate Award

Helen L. Corbitt, director of restaurants for Neiman-Marcus, Dallas, will receive the Institutional Food Manufacturers Association Golden Plate Award at the annual presentation ceremony to be held May 22 at the Palmer House, Chicago. Miss Corbitt is the first woman to be named "Food Service Operator of the Year."

Edwin H. Whitaker of Swift and Co., Chicago, chairman of the IFMA awards committee, will make the presentation. Miss Corbitt, who is the author of "Helen Corbitt's Cookbook," now in its ninth printing, is a member of Confédération de la Chaine des Rotisseurs. She is a former club manager at one time being in charge of the Houston Country Club. She will be a featured speaker during the 1961 Institutional Food Editorial Conference May 19-20 at the Ambassador Hotel, Chicago.

Kitchen Clinic

A Kitchen Modernization Clinic, created by Arthur W. Dana, food operations consultant, New York City, will be presented for the first time in Booth #1560 at the National Restaurant Show to be held May 22-25, Chicago.

The clinic has two objectives: to educate operators and managers in the right and wrong way to perform basic work functions and to enable them to select kitchen equipment that is applicable to the individual club need.

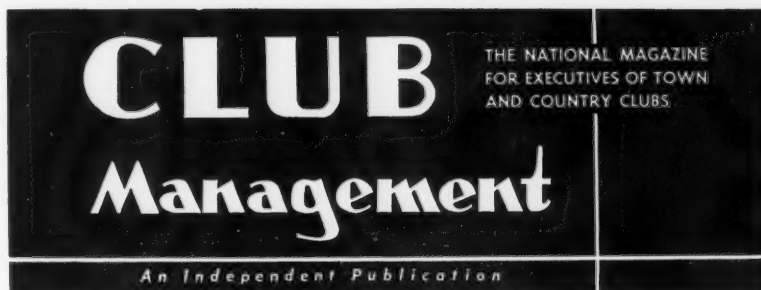
Four basic areas in the clinic will include: (1) refrigerators (reach-in and roll-in), reach-in freezers and shelving for walk-ins and store rooms; (2) preliminary preparation; (3) cooking; and (4) dishwashing.

The project is coordinated by Samuel L. Greenspan, specialist in kitchen equipment promotion and public relations. Participating companies are: American Machine and Foundry Co., Lowerator Division; Crescent Metal Products, Inc.; Keating of Chicago, Inc.; G. S. Blakeslee & Co.; Metropolitan Wire Goods Corp.; Paul F. Kraeft, Inc.; B. H. Hubbert & Son, Inc.; South Bend Range Corp.; DuBois Chemicals, Inc.; Victory Metal Manufacturing Corp.; Cleveland Range Co.; and Qualheim, Inc.

Wine Center Proposal

Representatives of leading American and European wine companies met recently to hear about a proposed American-European Wine Center to be presented for the first time at the 1961 National Hotel Exposition which will be held November 6-9 in the New York City Coliseum.

The center, according to W. K. Seely, general manager of the National Hotel Exposition, would be a cooperative effort.



Title Registered

CONTENTS FOR MAY, 1961

VOLUME XL

NO. 5

COVER

Florida Outdoor Scene Courtesy, Florida Development Commission

FEATURES

The Changing World of Food Service	National Restaurant Show	19
How to Record Membership Statistics	Hugh R. Jones, CPA	20
A Multi-Club Cruise Party	Jack Kozar	21
How We Train Our Employees	Laurice T. Hall	22
Sales, Costs, Buying Trends Shown in New CM Survey		24
Club Adds Wine Menu	John K. Uren	26
How to Keep Club Members Happy	Edward K. Zuckerman	28
Regional Directors Appointed		50
Turf Research Project Sponsored by Arizona Chapter		50
Newest Designs in Clubs	Commerce Club	82

DEPARTMENTS

Timely Tips	8	Federal Tax Calendar	66
Trumping the Clubs	34	Let's Compare Menus	66
Food Topics—Harry Fawcett	44	Wine Pressings—Henry O. Barbour	72
Bulletin of the CMAA	48	Index of Advertisers	80
News of the Chapters	52	Names in the News	81



EDITORIAL, PRODUCTION AND ADVERTISING OFFICE

408 Olive Street, St. Louis 2, Missouri
Telephone GARfield 1-5445



Donald H. Clark	Publisher	Wesley H. Clark	Editor
James J. Wengert	Associate Publisher	Johnson Poor	Managing Editor
Harold R. Colbert	Associate Publisher	J. T. Elliott	Associate Editor
Catherine M. Barrett	Office Manager	Ralph B. Cox	Assistant Editor
Margaret Holz	Advertising Production	Sandra Smith	Assistant Editor

Club Management Regional Advertising Offices

NEW YORK CITY: Don J. Robertson, Eastern Advertising Manager, 551 Fifth Avenue, Tel. MUrray Hill 2-2831.

LOS ANGELES: Smith and Hollyday, Inc., 5478 Wilshire Blvd., Tel. WEbster 8-0111.

SAN FRANCISCO: Smith and Hollyday, Inc., 22 Battery St., Tel. YUkon 1-1299.

CLUB MANAGEMENT is published monthly by the Commerce Publishing Company. Second class postage paid at St. Louis, Mo., and at additional mailing offices. Subscription rates: Three years \$6.00; two years \$5.00; one year \$3.00; 50c a copy. Convention issue and back copies \$1.00 each. Contents copyrighted 1961 by Commerce Publishing Co.

CLARK PUBLICATIONS: Club Management, Picture and Gift Journal, Mid-Continent Banker, The Local Agent, Life Insurance Selling, Mid-Western Banker.

DESIGNATED BY THE CLUB MANAGERS ASSOCIATION OF AMERICA AS OFFICIAL PUBLICATION

CMAA Executive Offices: 1028 Connecticut Ave., N.W., Washington 6, D. C.

Edward Lyon, Executive Secretary

Phone: METropolitan 8-2312

Robert Dorion, Chairman
Scioto Country Club
Columbus, Ohio

CMAA Editorial Advisory Board
Charles E. Smith
Chevy Chase Club
Chevy Chase, Maryland

Joseph J. Donoghue
Losantiville Country Club
Cincinnati, Ohio

Everything you expect from just-peeled fresh fruit
now chill-packed in $\frac{1}{2}$ gallon jars

NEW fruit sections

FROM KRAFT

You'll never need to peel again! Because Kraft now brings you ready-to-serve sections with all the flavorful tang and fresh taste of nature's finest fruit. Here's portion and cost control at a saving to you of time and money!



Only choice fruit from Florida's high-ridge groves enters Kraft's modern citrus plant in Lakeland. Pineapple is field-ripened, diced and blast-chilled. Fast, careful handling assures prime quality.

By hand, skilled women speedily peel and section select fruit. Because it's tree-ripened and picked daily the fruit segments are as firm, juicy and full-flavored as fine citrus can be.

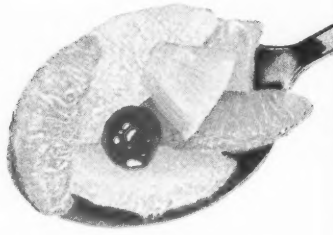


Within 45 minutes of peeling, the plump, delicious segments have been placed in $\frac{1}{2}$ -gal. jars, vacuum sealed, and quick cooled to 30°. Insulated trucks rush jars to Kraft warehouses . . . and to you! Refrigerate (40 to 45°) on delivery . . . use right from the jars!

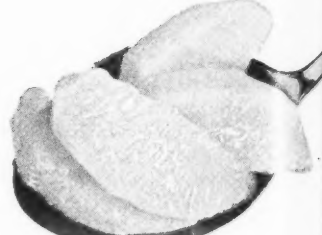
KRAFT FOODS, 500 PESHTIGO CT., CHICAGO 90, ILL. DIVISION OF NATIONAL DAIRY PRODUCTS CORP.



KRAFT PINEAPPLE CHUNKS
(Average 282 chunks per 1/2-gal. jar)



KRAFT FRUIT SALAD
(Approx. 1/5 pineapple, 2/5 orange, 2/5 grapefruit, plus maraschino halves)



KRAFT GRAPEFRUIT SECTIONS
(Average 98 segments per 1/2-gal. jar)



**KRAFT
ORANGE
SECTIONS**
CONTENTS 1/2 GALLON
28 TO 36°F



KRAFT ORANGE SECTIONS
(Average 157 segments per 1/2-gal. jar)

KRAFT . . . for good food and good food ideas

TIMELY TIPS

✓ Four new items by Kraft Foods will be on display at the National Restaurant Association Convention May 22-25 in Chicago.

Imported cocktail onions and four kinds of maraschino cherries (whole, with stems, pitted and halved), along with fruit base drinks (orange, lemon

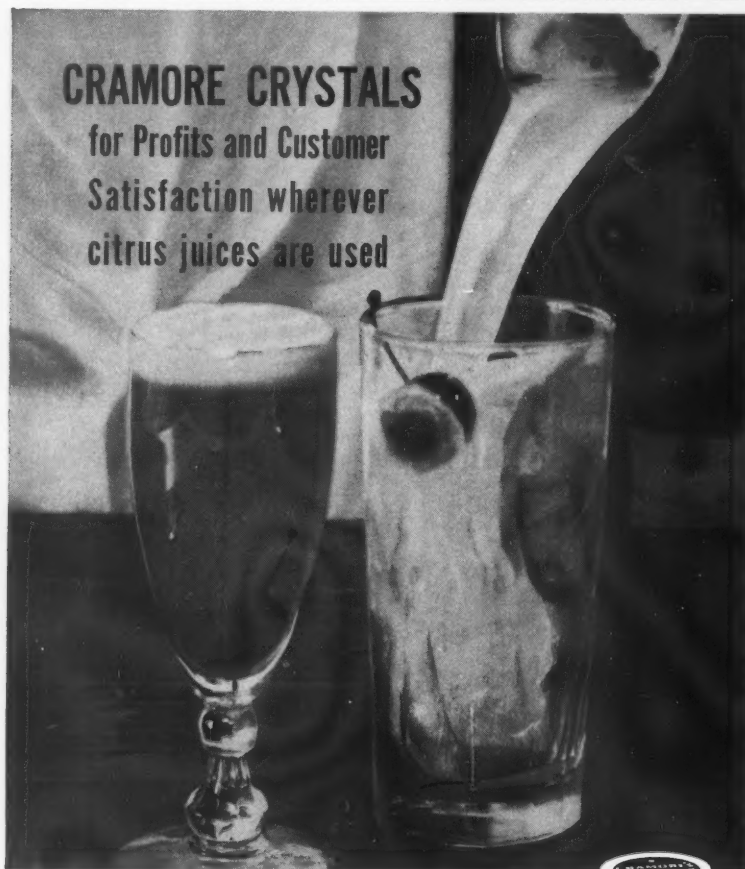


and grape made from concentrates to be used for cold drinks, punch, floats and appetizers), hot chocolate syrup and instant pie-filling and puddings (available in vanilla, chocolate and but-

terscotch and requiring seven minutes preparation) make up the new products. Additions to existing lines include: ambrosia (orange segments, maraschino cherries and coconut), liquid shortening, flavor-way vegetable shortening, low-calorie Italian dressing, portion control cheese (for dessert service), portion control cocktail sauce and barbecue sauce, and sliced potatoes.

For complete information write Dept. CM, Kraft Foods, 500 Peshtigo Ct., Chicago 90, Ill.

CRAMORE CRYSTALS for Profits and Customer Satisfaction wherever citrus juices are used



Earn larger profits and maintain customer satisfaction in your mixed drink sales with Cramores internationally accepted quality products. They help you create a reputation that will attract new customers and keep the old. Mixed drink sales will soar when your carefully chosen liquors are mixed with Cramores lemon or lime (with egg white added), or screwdriver base, for those popular cooling citrus juice drinks. Ask your dealer for Cramores quality products, your assurance for continued profitable repeat business. There is no substitute for Cramores quality and natural flavors.



CRAMORE PRODUCTS, INC. Point Pleasant Beach, New Jersey



✓ An insulated wine cooler of stainless steel has been designed by Polar Ware Co. to prevent exterior condensation.

The cooler can be placed on the table in addition to fitting stand holders and is said by the maker to eliminate "sweating" and the annoyance of having to wipe up puddles. The container will function as a buffet server for cold punch or hot soups, for holding ice cubes or butter patties. Capacity is more than four quarts.

For further information, write Dept. CM, Polar Ware Co., Sheboygan, Wis.



✓ "Glo-Ice," a new ice tray molded of clear lucite and lighted from beneath, is available from Caterer's Equipment Co. for displaying hors d'oeuvres and other fancy foods.

The trays come in two styles, the rectangular "Prince" and round "Princess", and in five sizes. Light is radiated through the ice from light boxes of heavy steel with a silver finish. The light boxes are complete with fluorescent fixtures and tubes. The inner tray has a drain cock for attaching a hose if necessary to eliminate excess water. Other items from the company include

The Finish is part of the Floor

Here's a beautiful and versatile floor. Properly maintained, it takes punishment in stride. But—far more hazardous than scuffing feet or tracked-in grime, are improper and inferior floor treatments. Instead of protecting the floor, such treatments may actually damage it!

Avoid costly mis-matching of floor and treatment. Follow the specifications of the Asphalt and Vinyl Asbestos Tile Institute*; choose the specialized treatments that fit the flooring. You'll hold "new floor" beauty much longer, and you'll be money ahead in maintenance.



* SCRUB

"with a good, mild neutral cleaner... no oils, organic solvents or other injurious materials." Hillyard Super Shine-All® is the famous neutral chemical cleaner with 6-fold cleansing action, formulated safe for all flooring. UL listed "as to slip resistance".

* FINISH

"with an approved water emulsion wax... containing no gasoline, naphtha, turpentine or mineral solvents... Use no varnish, lacquer or shellac finishes." Hillyard Super Hil-Brite® is the finest of water emulsion, self-polishing waxes, made from 100% No. 1 imported Carnauba. Long-wearing—eliminates 2 re-waxings out of 3. UL listed "as to slip resistance".

* SWEEP

"using recommended compound where necessary to keep down the dust... no oil or solvent base compounds." Hillyard Super Hil-Sweep® dressing is formulated safe for resilient flooring, contains no oils, effectively controls dust. Non-slip, safe on the floor.

ON ASPHALT TILE • VINYL •
RUBBER • TERRAZZO • WOOD
• CONCRETE OR GYMNASIUM

Let the Hillyard "Maintaineer®" recommend treatments that meet manufacturer or association specs. He's

"On Your Staff, Not Your Payroll"

SINCE 1907

You'll Finish Ahead with
HILLYARD

BRANCHES AND WAREHOUSES IN PRINCIPAL CITIES

San Jose, Calif. ST. JOSEPH, MISSOURI Passaic, N.J.

*"Maintenance of Vinyl Asbestos Tile and Asphalt Tile Floors," published by the Institute, N. Y. 17, N. Y.



HILLYARD, St. Joseph, Mo. Dept. 8-1

☐ Please send treatment recommendations for asphalt and asbestos vinyl.
☐ Please have the Maintaineer get in touch with me. No obligation!

Name.....

Firm or Institution.....

Address.....

City..... State.....

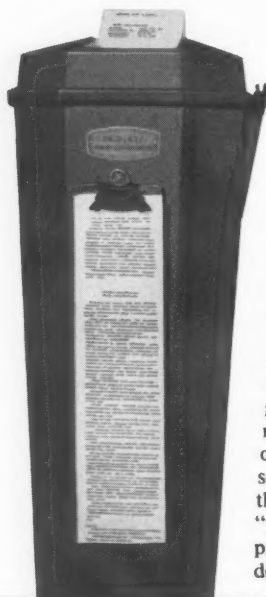
Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961



A corner of the spacious dining room of the Empire State Club, New York City

**"EMPIRE STATE CLUB MEMBERS
HAVE APPRECIATED THE
DOW JONES *Instant News* SERVICE
FOR MORE THAN 16 YEARS."**

John W. Cremers
General Manager



**THE KIND
OF "EXTRA"
THAT DISTINGUISHES
THE DISTINGUISHED
CLUB!**

The gracious Empire State Luncheon Club occupies an entire floor in the world's tallest structure, the Empire State Building in New York City. Founded over 31 years ago by Governor Alfred E. Smith, the Empire State Club now enjoys a membership of over 600. For 16 years the Dow Jones Instant News ticker has been a "valued member" . . . providing the membership and their guests with instant, accurate and complete business and financial news. The morning's news from Dow Jones is conveniently posted on the bulletin board so that members stepping off the elevator for luncheon see it immediately, so great is their interest in the latest business and financial news. The Dow Jones broad tape news ticker (one type of which is shown at left) is a thoughtful and useful service in many other private clubs of distinction across the country. Modest in cost, it demonstrates the kind of "plus" that speaks well of your club to its present and prospective members and guests. Write for complete details:

DOW-JONES *Instant News* SERVICE

44 Broad St.
New York 4

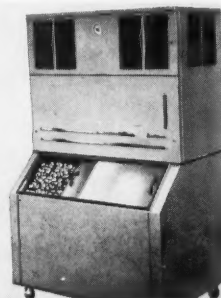
1325 Lakeside Ave.
Cleveland 14

711 W. Monroe St.
Chicago 6

1540 Market St.
San Francisco 19

fountains, chafing dishes, food warmers, electric turntables and revolving cake plates.

Information on the complete line can be obtained from Dept. CM, Caterer's Equipment Co., 250 Lafayette St., New York 12, N. Y.



Two new cubers including the SC-300 air-cooled model with a daily capacity up to 300 pounds, a standard flaker and two bins have been added to the line of Scotsman products.

The SC-300 comes in grey baked enamel or stainless steel, as does the SC-300 W water-cooled model. It occupies eight square feet of floor space, has adjustable or removable legs, crushes 30 pounds of ice per minute when equipped with a crusher and has a storage bin which will hold up to 400 pounds of ice. A model BH-650 horizontal bin has a 650-pound capacity and can be used with the SC-300. Model SF-5F flaker produces up to 2000 pounds of crushed ice and the company's SB-1000 bin has been redesigned for use with the SF-5F.

For additional details write Dept. CM, Scotsman, Queen Products Division, King-Seeley Thermos Co., Albert Lea, Minn.

The new package designs for Hillyard floor treatments carry the traditional blue and white checkerboard trademark of the company with the slogan, "You know it's right if it comes in the checkerboard drum."

All containers, from pints to 55-gallon drums, have a new design. Each package of the floor finish bears a batch number which corresponds to a batch sample in the company's control laboratory.

More details can be obtained from Dept. CM, Hillyard Chemical Co., St. Joseph, Mo.

Four-ounce samples are available from Fee Brothers of any two of the

warm-
olving
e can
ever's
New

the SC-
ly ca-
ndard
added
baked
es the
It oc-
space,
legs,
minute
nd has
up to
H-650
nd ca-
ne SC-
ces up
ce and
s been
5F.

Dept.
ets Di-
o., Al-

or Hill-
e tradi-
e and
ecker-
demark
company
slogan.
w it's
omes in
erboard

ainers.
to 55-
n. Each
bears a
nds to a
control

ed from
Co. St.

available
o of the



NEW ANGELICA UNIFORMS

create a "decorator look" for your hotel!

Now . . . the discriminating hotel host or decorator can select stunning new high fashion uniforms to accent any decor. With Angelica's new line, you get all the advantages of easily available, made-to-last stock garments—plus all the high style appearance of custom made originals!

Angelica's collection of superb new uniforms interprets today's fashion dictates in a wide array of designs . . . from "cocktail hour" waitress dresses in many new fabrics and colors to brilliant new coats, vests and aprons for men.

Let your Angelica representative show you samples soon, and see how easy it is to get the new "decorator look" in uniforms for your whole staff!



Angelica UNIFORM CO.

1427 Olive St., St. Louis 3, Mo.
107 W. 48th St., New York 36, N.Y.
177 N. Michigan Ave., Chicago 1, Illinois
1900 W. Pico Blvd., Los Angeles 6, Calif.
317 Hayden Street N. W., Atlanta 13, Ga.



PALEN PORTABLE BARS

Here Is Why They Are Used by Many Fine Clubs

- Ideal for use in Hotel Banquet Rooms, Country Clubs, Home Amusement Rooms, Fraternal & Private Clubs, Private Dining Rooms and Party Rooms
- Easily Passes through Average Doorways and can be moved Via Elevators
- Black Linoleum Footrest, Front of Bar Finished in Blond, Walnut or Mahogany
- Stainless Underbar Wash Sink, Ice Compartment, Drain Board and Work Area
- Heavy Duty Casters with Brakes
- Locked Storage Compartment Below Work Area for Storage
- Drains from Sink and Ice Compartment Hooked Up with Pipe for Easy Waste Disposal
- Heavy Galvanized Iron Waste Can with Handles
- Bar top covered with Mahogany picwood Formica—burnproof

USEFUL BAR ACCESSORIES

HANDY TROUGH FOR LIQUOR BOTTLES, constructed of all Stainless Steel 54" long. Slips over back edge of work boards in a jiffy. Easily removable. Fits Palen Portable Bar only.

THE PALEN BAR-ETTE is a useful under-

bar drawer. The Bar-ette keeps drink ingredients handy yet out of the way—in a sanitary stainless steel drawer with glass insets that are easy to remove for cleaning, refilling or cold storage. Drawer closes or opens with a touch of the fingertips.

Users say a PALEN Portable will pay for itself in only three months. Available in two sizes—5 or 6 feet long by 43 inches high.

Portable Back Bars also available

You buy direct from the manufacturer—Write today for full details, including prices.

JOS. F. PALEN, Inc.

Creators of distinctive Cafe, Bar & Hotel Fixtures

Since 1915

173 Glenwood Ave.

FEDERAL 8-5636

Minneapolis 1, Minn.

following: old fashion bitters, orange bitters, American Beauty grenadine syrup, and Perfect Rickey Maker. A recipe book is included.

For the samples and recipe book write Dept. CM, Fee Bros., 114 Field St., Rochester 20, N. Y.



Table linens in modern plaid designs for areas of the club specializing in informal food service have been introduced by Art Textile Corp.

The linens, gaily colorful, offer the advantage of absorbing spills and noise. They are available in all popular sizes, and napkins are available in matching plaids or in harmonizing solid colors.

For complete information write Dept. CM, Art Textile Corp., Highland, Ill.

"Bellflower", a new pattern on Shenango's Howard shape, has been featured at the company's displays at several National Shows, and now is on the market.



The new pattern is a three-color under-glaze decal in pink and grey with line accents of black. Also available is the new Carlton shape designed especially for club and executive dining rooms.

Information on the complete line can be obtained from Dept. CM, Shenango China, Inc., P.O. Box 120, New Castle, Pa.

A 1961 Cheese Encyclopedia which gives descriptions, taste characteristics and prices for more than 500 cheese has been prepared by Cheese of All Nations.

The booklet contains charts on the proper selection and storage of fine cheese (imported and domestic), an explanation of the nutritional values

NOW! Blodgett's "MIGHTY MIDGETS" available in Electric Models!

**NEW
10E
ELECTRIC
ROASTER-BAKER**



As a Baker, the 10E Electric is equipped for real high-speed high temperature work . . . will do jobs most big standard ovens won't. In seconds, it converts to a Roaster that will hold a 25 lb. turkey. Here's amazing versatility in an oven so compact it even fits into counter operations! Get full details from your supplier now . . . 10E opens new profits to you!

Standard Equipment: Stainless front, aluminum steel interiors, "Rokite" decks; automatic temperature control, separate top heat control, two-in-one timer, 3" legs. Rated wattage 4.9 KW, 60 cycle. Standard voltage ratings 208 V (197-219), 230 V (220-240) AC single phase. Exterior: 33" wide, 27 1/2" deep, 22 1/4" high.

FOR

Pizza

General Baking

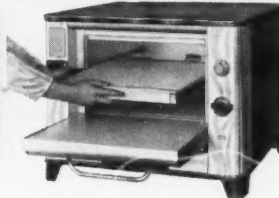
Cooking and Roasting

Heating Frozen Dinners

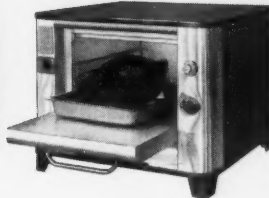
BAKER — CONVERTS INSTANTLY — TO ROASTER



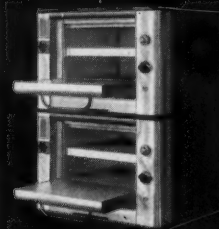
With center shelf in, unit provides two baking compartments, each 20"x20"x4". Three electric heating units in top, center shelf and bottom give intense heat, trigger-quick recovery.



Center shelf slides out easily. Two-in-one timer can be set for cooking cycles of 6 or 60 minutes.



With center shelf removed, unit provides single 20"x20"x10 1/2" roasting compartment. With automatic temperature controls you dial the heat you want and the thermostat holds it.

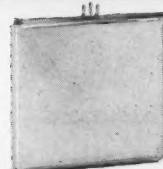


AVAILABLE IN DOUBLE UNITS
Two ovens, each operating independently of the other, are combined into one vertical unit. 23" and 34" high stands available at extra cost.

BLODGETT

3 Lakeside Avenue, Burlington, Vermont

Ovens

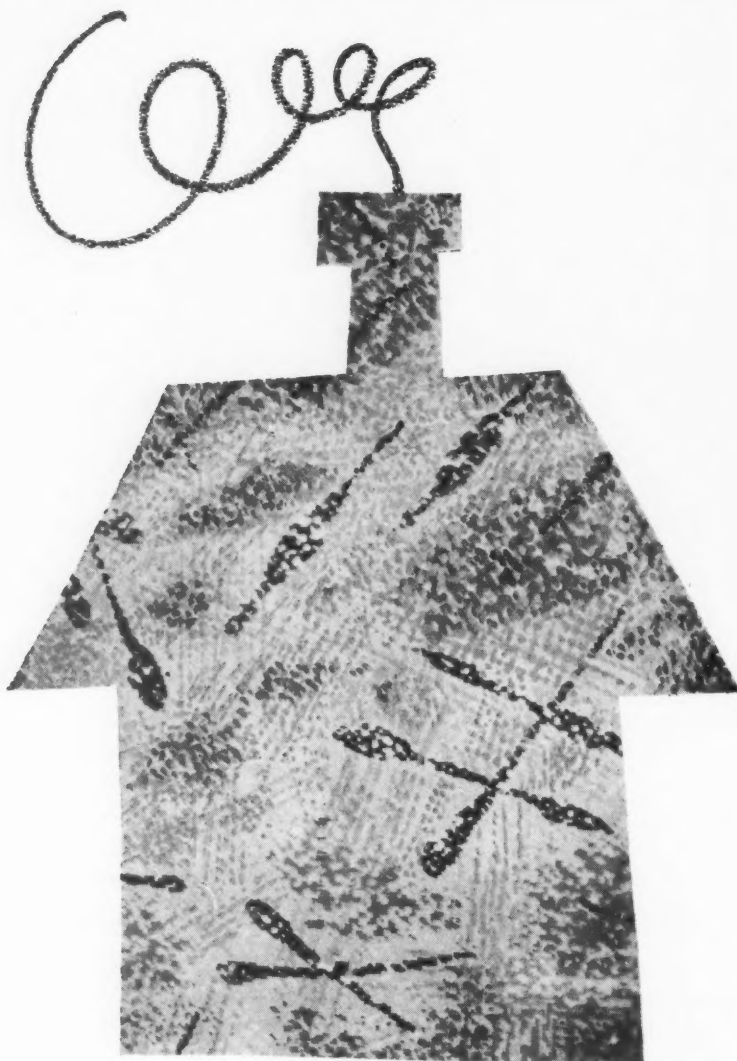


Three-prong plug, built into back of center shelf, plugs its heating element into the main electrical system when the shelf is in use.

Oven Specialists for over 100 years

In Canada: Garland Commercial Ranges Ltd., 41 Medulla Ave., Toronto 18, Ont., Canada

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961



DON'T BUY CARPETING FOR YOUR CLUB THE WAY YOU BUY IT FOR YOUR HOME!

Your club, like theatres, hotels, bowling alleys, restaurants and other public buildings, must have carpeting that can withstand rough use and heavy traffic. It also must look well in large areas and be able to hide stains, burns, etc.

Where can you buy this carpeting? Best place is National Theatre Supply Company—one of the largest commercial carpeting contractors in the country. Here you'll find a tremendous variety of patterns, qualities and color in commercial carpeting loomed to exacting N.T.S. specifications by famed Alexander Smith. And here is where you'll find generous savings made possible by National's volume buying.

National also offers direct-to-you financing on terms to fit your specific requirements. And National can supply many other quality products such as furniture, restaurant equipment, appliances and fixtures all under simple money-saving package financing plans.

There are 32 National branches from coast to coast. Write, wire or call to have a nearby National man show you samples, give you helpful suggestions and provide you with estimates at no cost or obligation.

NATIONAL THEATRE SUPPLY COMPANY

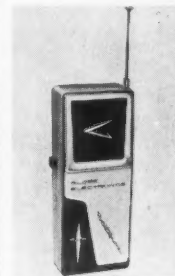


50 PROSPECT AVE., TARRYTOWN, N. Y. • MEDFORD 1-6200 SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

in cheese, recipes, and photographs with descriptions of gift packages. Information on types of wines, fruits or nuts to serve with the different cheeses and "Quick Tricks for Serving" are included. The cheese varieties are listed alphabetically by country.

A copy of the Cheese Encyclopedia is available from Dept. CM, Cheese of All Nations, 235 Fulton St., New York 7.

✓ A new two-way miniature radio that fits into your pocket is now being marketed to clubs for use in communicating with members on the golf course or in the clubhouse, and employees in both country and city clubs.



Called the "Pocketphone," the hand radio broadcasts and receives at distances up to one mile and no license is required to operate it. The transistorized Pocketphone weighs just 13½ ounces.

For complete information write Dept. CM, Globe Electronics, Div. of Texton Electronics, Inc., Council Bluffs, Ia.

✓ A 1961 catalog of uniforms for club food service employees has been published by Angelica Uniform Co.

Featured in the new catalog are new easy-care fabrics and fashion-right colors designed to accentuate efficiency and high standards. New styles and colors are introduced in the new edition.

For a copy write Dept. CM, Angelica Uniform Co., 1427 Olive St., St. Louis, Mo.



✓ A new double sauce-server of contemporary design in stainless steel has been introduced by John Sexton & Co.

The server holds two bottles of Sexton sauces for use either at the table or in the kitchen.

The server was designed to minimize dripping or spilling of sauces and to simplify inventory control in the kitchen.

For more information write Dept. CM, John Sexton & Co., P.O. Box JS, Chicago 90, Ill.

graphs
es. In-
uits or
heeses
g" are
es are

lopedia
Cheese
New

vo-way
radio
o your
ow be-
ed to
use in
ating
ers on
urse or
house,
ves in
y and

the
broad-
up to
ired to
Pocket-

write
Div. of
Bluffs,

or club
a pub-

re new
n-right
iciency
es and
w edi-

angelica
Louis,

double
er of

y de-
ainless
en in-
John

Co.
r holds

or use
e table

itchen.
va de-
pilling
y con-

Dept.
Box JS,



New way to increase your banquet, wedding and private party business

...with a little showmanship and specially-shaped HOWE folding tables.

To make your banquet, wedding and other private party facilities easier to sell, do this:

Next time you talk to prospects, show them something *exciting*. Something they won't see everywhere. Do this and your selling job is half done!

Exciting party facilities are easier to arrange than you may think. All you need are: (1) A competent kitchen. (Surely you have that already). (2) Tables set-up to form unusual shapes and patterns. (This last is easily achieved with specially-shaped HOWE folding tables.)

Arrange HOWE crescents in an *open oval* buffet. Set them up *serpentine style*. Combine



HOWE quarter-rounds and your present oblong tables in an interesting *U-shape*. Or use HOWE half-rounds to form a *closed oval*.



Covered with snow-white linen gleaming silver, a few decorations, and your



kitchen's succulent output, any one of the dozen set-ups possible with specially-shaped HOWE folding tables forms a scene to open prospects' eyes—and their pocket books, too.

Despite their versatility, however, specially-shaped HOWE folding tables are not one bit less sturdy than other HOWE folding tables. Like HOWE oblongs with square or pedestal legs, rounds, card-utility and small tables, specially-shaped HOWE units have the same "strength where it counts" features. Here are just a few of them:

1. Riveted and welded, high-grade carbon steel angle iron chassis. Unusually strong, this chassis is built to withstand the strains of repeated folding, unfolding, twisting and similar hard usage.

2. Welded tubular steel legs 1½" square. These are individually locked and corner-braced. Brace ends are riveted to the table's steel legs at one end, the steel chassis at the other. Legs are positioned for maximum table stability. Smooth glider leg caps protect carpeting and flooring.

3. One-piece solid plywood tops of 5/8" Douglas Fir prevent seam breakage. Channel aluminum molding. (Weaker frame tops are *never* used).

4. Strong, HOWE specially-shaped tables support up to 2,000 lbs.

FREE LITERATURE—CLIP COUPON NOW!

Howe Folding Furniture, Inc., Dept. CL-51
1 Park Ave., New York 16, N. Y.

Please send me literature showing specially-shaped HOWE folding table arrangements that can help increase my business.

Name _____ Title _____

Institution _____

Address _____

City _____ Zone _____ State _____



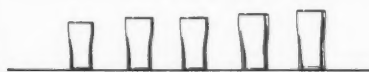
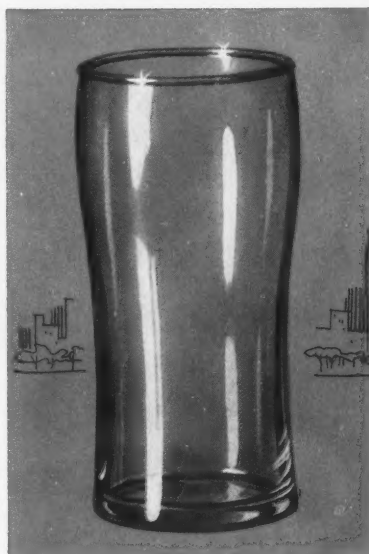
HOURGLASS: a heavy-based tumbler which adds special distinction to beer or fountain service. In 5 sizes.



MONTCLAIR STEMWARE: for truly distinctive service. This luxurious glassware is available in 5 sizes.

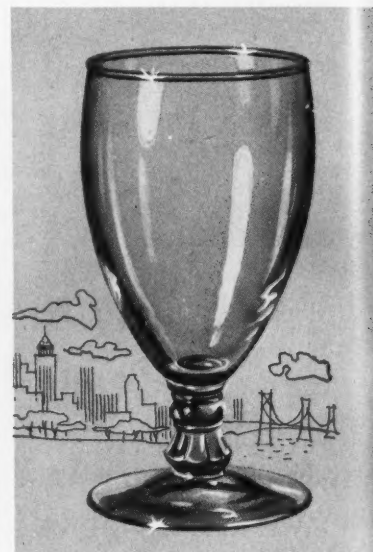
LIBB

one complete service fo



COLUMBIAN TUMBLERS:

a complete line of attractive glassware in 9 different sizes from 5 to 12 ounces; Heat-Treated for longer life.



COLUMBIAN STEMWARE:

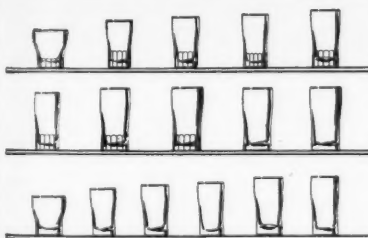
16 different stemmed glasses for "just right" service of any drink, in sparkling crystal. Gives a coordinated look to bar service.



Special Service items are available for every need.

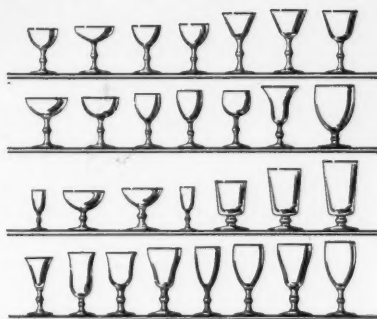
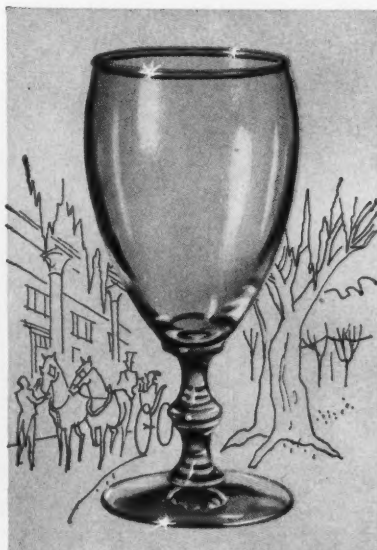
LIBBEY

for all glassware needs...



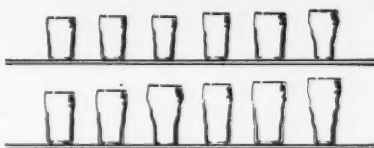
ESQUIRE GLASSES:

heavy-based matching glasses for smart beverage service. 8 sizes, plain or fluted, to blend with any décor or setting.



GEORGIAN STEMWARE:

graceful stemware in 29 glasses makes this one of the most complete matching stemware lines in the industry.



GOV. CLINTON GLASSES:

special shape gives extra strength, durability, and handling ease. Available Heat-Treated, too. In 12 sizes for every requirement.



HEAT-TREATED GOBLETS: The industry's first (and only) Heat-Treated goblets—"tempered" for longer service. In 2 sizes and styles.

The right glass for every use is a distinctive mark of fine beverage service... so specify Libbey when you order glassware. *Only*

Libbey Safedge® glassware has such a variety of attractive patterns, in all sizes... for every need. And remember, every glass is backed by the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips." For information on how Libbey can supply your every glassware need, from one, single reliable source, see your Libbey Supply Dealer or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio

LIBBEY SAFEDGE GLASSWARE
AN **®** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

You can make news with *fruit fritters*

*For side-order, garnish, or dessert,
this specialty deep-fries to perfection
in Heavy-Duty MFB, the shortening
with the high smoke point*



BATTER FOR FRUIT FRITTERS

Approximate yield: 1½ quarts

INGREDIENTS	AMOUNT
Flour	1 pound
Baking powder	1 tablespoon
Salt	2 teaspoons
Brown sugar	1 cup
Cinnamon, nutmeg, mace or ginger (optional)	1½ teaspoons
Eggs, beaten	4
Milk (variable)	1 pint
Wesson	3 tablespoons
Fruit*	
Heavy-Duty MFB	For deep frying

METHOD:

1. Sift dry ingredients together.
2. Combine egg, milk and Wesson.
3. Blend flour mixture into egg mixture until smooth.
4. Coat fruit with batter.
5. Deep fry at 375° in Heavy-Duty MFB until golden brown, about 1½ minutes.
6. Drain. If desired sprinkle with confectioners' sugar.

*FRUIT:

1. Canned cling peach halves.
2. Pineapple slices or spears.
3. Thin apple slices or wedges.
4. Halved or quartered bananas.

Quik-Tips from Wesson for Extra Profits

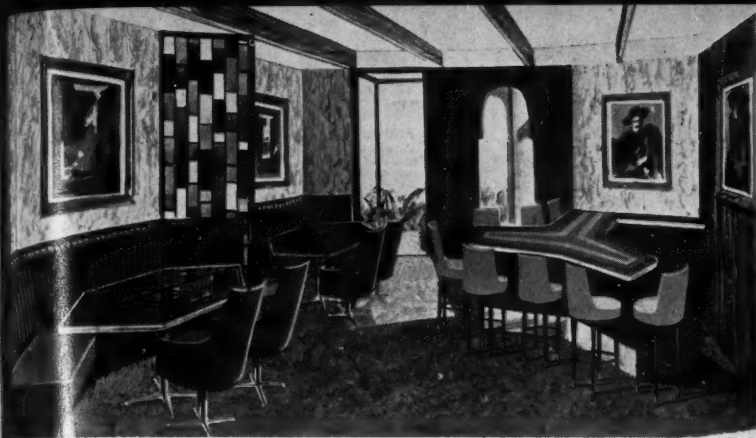
- Serve fritters imaginatively: Apple with pork, pineapple with ham, peach with lamb or turkey.
- Gourmet dessert ideas: Serve fruit fritters with whipped or sour cream... with a sprinkle of powdered or powdered-and-brown sugars... or a la mode, with a scoop of fruit ice cream on top.
- For the all-use deep fryer, perfectly bland Heavy-Duty MFB insures no transfer of flavors—even to delicate fruit.
- All-vegetable Heavy-Duty MFB stands up under heaviest frying conditions, won't gum up your equipment.
- Heavy-Duty MFB bakes to perfection too.



The Wesson® People

New Orleans, Louisiana

© Makers of Heavy-Duty MFB... Keap... Quik-Blend... Meedo... Quiko... Task



Colorful contemporary designs will highlight "Dimensions in Dining" walk-through exhibit. Above is executive bar.



Miss Helen Corbitt
1961 IFMA
Golden Plate Award
Winner.

Perry Como . . .
Kraft Foods will
bring his show to
McCormick Place.

National Restaurant Convention Theme:

"The Changing World of Food Service"

Club managers attending the 42nd annual National Restaurant Convention from May 22 to 25 at McCormick Place in Chicago will have an opportunity to learn about "The Changing World of Food Service," which is the theme of this year's meeting, and to see many new ideas in food service equipment.

Leading off the education program on Monday, May 22, will be a three-stage presentation on meat cookery, 1961. Part one will deal with delayed service cookery, designed to show methods of cooking whereby food can be held for periods of time to enhance taste and tenderness; part two will be concerned with timely tenderness, a history of enzymatic actions, and how to make use of the less desirable cuts of quality meats; and part three will demonstrate getting flavor into meats by using modern methods of injecting flavoring agents.

Tuesday's highlights will include a presentation on "How to Increase Profits With Sea Foods." On Wednesday "Efficiency Plus in Sandwiches" will feature a demonstration of the preparation and recipes of the ten best sandwiches from the 1961 national sandwich idea contest; a demonstration of "Salad Making," including the use of special equipment; and "Meat Merchandising Ideas," a presentation on

the cutting and merchandising of eight meat dishes.

Winding up the educational program on Thursday, May 25, will be the "Magic of Convenience Foods," a four-part program which includes frozen prepared entrees, the potato story, freeze-dried sea foods, sauces and gravies and flexibility in the use of frozen bakery items.

A special feature of the 1961 National Restaurant Convention will be

a "Dimensions in Dining" walk-through exhibit of useful ideas from four full-scale "dimensions": a dining room, cocktail lounge, executive bar and coffee shop. Each part of the exhibit will be set up as if in actual use, right down to table settings. Created by Robert O. Burton, the design incorporates many new ideas in decor and efficiency of service.

(Continued on page 46)

Plans to telecast the "Perry Como Kraft Music Hall" were worked out in January. Shown here are John Anastos, J. Walter Thompson Co., Chicago advertising agency for Kraft Foods; Thomas H. Hough, product advertising manager, Kraft Foods institutional products; Robert A. Davis, general advertising manager, Kraft Foods; F. G. Van Elten, vice president, J. Walter Thompson Co.; Alfred La Monte, long-time friend of Kraft products and manager of Edgewood Valley Country Club, La Grange; Robert S. Lochridge, marketing manager, Kraft Foods; and Edward Lee, general manager, McCormick Place.



CLUB MANAGEMENT: MAY, 1961

Membership statistics often become a problem of increasing complexity in club administration. Club officers and management in their efforts to control and project activities constantly seek more information about members. Inquiries are made from time to time by the board of governors and various committees. Some of these requests require considerable research because the information is not always readily available, but must be gathered from several source books.

In order to simplify our recording of membership statistics we installed the McBee Keysort system, a hand-operated punched card system which readily adapts itself to the volume found in club membership files.

The purpose was to include in one file all the statistical, personal, and miscellaneous information regarding each member, thus obtaining a complete history of each member as it relates to the club membership; to code (punch) each card so that the information and statistics can be obtained quickly and accurately; then to control the statistics, assuring confidence in the information derived therefrom.

The cards come prepunched with holes in the outer margin of all four edges. Coding is merely opening these holes so that a notch is created on the edge of the card. A sorting needle is simply thrust into a handful of cards at one time and all of those cards that have been notched will fall out of the group being handled. This is repeated for the entire file, a count being kept of the cards that fall out. We group the cards alphabetically when deriving the statistics because the division simplifies rechecking the count if the total does not equal the control number.

Our cards are coded for the member's number, class (we have ten!), status, activities preference such as golf, tennis, bridge, etc., year of birth, date of election, date he acquired golf privilege (necessitated by club rules), dates of change in membership status, (absent, returned, etc.), and year of birth of the member's children. Additional information may be entered on the card such as names of proposer and seconder, entrance fee paid, dates of transfer to other membership classifications, names of wife and children, family relationship to other members, attainments (club champion, club offices held, testimonials), and any other information relating to his membership including his full name and address and the name and address of his business or employer.

There is no stock card specifically designed for use in clubs as membership records. Each club will have to develop its own to fit its individual needs

How to Record Membership Statistics

By *Hugh R. Jones, C.P.A.*
Assistant Manager
Philadelphia Country Club

Philadelphia Country Club records all statistical data about each member on individual punch cards as illustrated above.

NAME		ADDRESS		ALPHA NAME CODE	
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50	51	52	53	54
55	56	57	58	59	60
61	62	63	64	65	66
67	68	69	70	71	72
73	74	75	76	77	78
79	80	81	82	83	84
85	86	87	88	89	90
91	92	93	94	95	96
97	98	99	100	101	102
103	104	105	106	107	108
109	110	111	112	113	114
115	116	117	118	119	120
121	122	123	124	125	126
127	128	129	130	131	132
133	134	135	136	137	138
139	140	141	142	143	144
145	146	147	148	149	150
151	152	153	154	155	156
157	158	159	160	161	162
163	164	165	166	167	168
169	170	171	172	173	174
175	176	177	178	179	180
181	182	183	184	185	186
187	188	189	190	191	192
193	194	195	196	197	198
199	200	201	202	203	204
205	206	207	208	209	210
211	212	213	214	215	216
217	218	219	220	221	222
223	224	225	226	227	228
229	230	231	232	233	234
235	236	237	238	239	240
241	242	243	244	245	246
247	248	249	250	251	252
253	254	255	256	257	258
259	260	261	262	263	264
265	266	267	268	269	270
271	272	273	274	275	276
277	278	279	280	281	282
283	284	285	286	287	288
289	290	291	292	293	294
295	296	297	298	299	300
301	302	303	304	305	306
307	308	309	310	311	312
313	314	315	316	317	318
319	320	321	322	323	324
325	326	327	328	329	330
331	332	333	334	335	336
337	338	339	340	341	342
343	344	345	346	347	348
349	350	351	352	353	354
355	356	357	358	359	360
361	362	363	364	365	366
367	368	369	370	371	372
373	374	375	376	377	378
379	380	381	382	383	384
385	386	387	388	389	390
391	392	393	394	395	396
397	398	399	400	401	402
403	404	405	406	407	408
409	410	411	412	413	414
415	416	417	418	419	420
421	422	423	424	425	426
427	428	429	430	431	432
433	434	435	436	437	438
439	440	441	442	443	444
445	446	447	448	449	450
451	452	453	454	455	456
457	458	459	460	461	462
463	464	465	466	467	468
469	470	471	472	473	474
475	476	477	478	479	480
481	482	483	484	485	486
487	488	489	490	491	492
493	494	495	496	497	498
499	500	501	502	503	504
505	506	507	508	509	510
511	512	513	514	515	516
517	518	519	520	521	522
523	524	525	526	527	528
529	530	531	532	533	534
535	536	537	538	539	540
541	542	543	544	545	546
547	548	549	550	551	552
553	554	555	556	557	558
559	560	561	562	563	564
565	566	567	568	569	570
571	572	573	574	575	576
577	578	579	580	581	582
583	584	585	586	587	588
589	590	591	592	593	594
595	596	597	598	599	600
601	602	603	604	605	606
607	608	609	610	611	612
613	614	615	616	617	618
619	620	621	622	623	624
625	626	627	628	629	630
631	632	633	634	635	636
637	638	639	640	641	642
643	644	645	646	647	648
649	650	651	652	653	654
655	656	657	658	659	660
661	662	663	664	665	666
667	668	669	670	671	672
673	674	675	676	677	678
679	680	681	682	683	684
685	686	687	688	689	690
691	692	693	694	695	696
697	698	699	700	701	702
703	704	705	706	707	708
709	710	711	712	713	714
715	716	717	718	719	720
721	722	723	724	725	726
727	728	729	730	731	732
733	734	735	736	737	738
739	740	741	742	743	744
745	746	747	748	749	750
751	752	753	754	755	756
757	758	759	760	761	762
763	764	765	766	767	768
769	770	771	772	773	774
775	776	777	778	779	780
781	782	783	784	785	786
787	788	789	790	791	792
793	794	795	796	797	798
799	800	801	802	803	804
805	806	807	808	809	810
811	812	813	814	815	816
817	818	819	820	821	822
823	824	825	826	827	828
829	830	831	832	833	834
835	836	837	838	839	840
841	842	843	844	845	846
847	848	849	850	851	852
853	854	855	856	857	858
859	860	861	862	863	864
865	866	867	868	869	870
871	872	873	874	875	876
877	878	879	880	881	882
883	884	885	886	887	888
889	890	891	892	893	894
895	896	897	898	899	900
901	902	903	904	905	906
907	908	909	910	911	912
913	914	915	916	917	918
919	920	921	922	923	924
925	926	927	928	929	930
931	932	933	934	935	936
937	938	939	940	941	942
943	944	945	946	947	948
949	950	951	952	953	954
955	956	957	958	959	960
961	962	963	964	965	966
967	968	969	970	971	972
973	974	975	976	977	978
979	980	981	982	983	984
985	986	987	988	989	990
991	992	993	994	995	996
997	998	999	1000	1001	1002
1003	1004	1005	1006	1007	1008
1009	1010	1011	1012	1013	1014
1015	1016	1017	1018	1019	1020
1021	1022	1023	1024	1025	1026
1027	1028	1029	1030	1031	1032
1033	1034	1035	1036	1037	1038
1039	1040	1041	1042	1043	1044
1045	1046	1047	1048	1049	1050
1051	1052	1053	1054	1055	1056
1057	1058	1059	1060	1061	1062
1063	1064	1065	1066	1067	1068
1069	1070	1071	1072	1073	1074
1075	1076	1077	1078	1079	1080
1081	1082	1083	1084	1085	1086
1087	1088	1089	1090	1091	1092
1093	1094	1095	1096	1097	1098
1099	1100	1101	1102	1103	1104
1105	1106	1107	1108	1109	1110
1111	1112	1113	1114	1115	1116
1117	1118	1119	1120	1121	1122
1123	1124				

and requirements. A list of such requirements should be prepared by studying the by-laws, rules and the membership application form. Provision should be made to include as much information as possible without using up all of the available coding area. Future needs must be met. A reserve coding area should be included, identified only by number, the nature of its use left to be decided in the future. Any item of historical value relating to individual members should be included. For example, a former member petitions for reinstatement. The by-laws may provide for a credit against the entrance fee for the amount of the entrance fee originally paid. When the applicant's card is pulled out of the morgue it will carry all of the information necessary to the consideration for reinstatement, including the entrance fee originally paid. The card also will show why and when the applicant severed his association with the club.

The morgue is a file of all former members, whether deceased, resigned or dropped from the rolls. Quite often information is required for a club history, for changes in membership classification upon study of reasons for the reduction of total membership, or to determine the personal factors contributing most to the future existence and well-being of the club.

It is not necessary for me to enter into the details of the design of the cards. It is only necessary to point out that all coded information should be written or typed on the face of the card. This serves as a double check on the coded information.

Corrections in coding can be made without the preparation of a new card through the use of "Card-savers," supplied with the needle and two punches as a kit. When a card has become dog-eared by much handling, it can be replaced by a duplicate.

To guard against errors in compiling statistical information from the cards, we established a control record. After double checking the information we derive from the cards, control totals are recorded. Changes entered on cards in the file also are entered chronologically in the control book. Each month the changes in the book are summarized and added to or subtracted from the related control totals. It can be seen that a change entered on the card but not entered in the control book will cause a difference in the totals when they are compared. To make the work of following through easier to control, a check list is prepared which covers more than the necessary information for statistical entries. The office staff finds the work

simplified by the constant reminder of a check list that is not complete.

The first two items on the list are the statistical control and the card file. When these two boxes are checked it is assumed that the work is completed. Better control is achieved when the control record becomes the responsibility

of one clerk, and the cards the responsibility of another.

It is not necessary to verify the control totals each month. This is a matter of judgement and depends on the number of changes affecting the totals to be verified. However, frequent checking simplifies the chore of reconciling any differences found. ■ ■

For Good Inter-Club Relationship

A Multi-Club Cruise Party

*By Jack Kozar, Manager
University Club of Cleveland*

We were looking for some unusual and exciting party ideas not long ago, and together with the Cleveland Athletic Club and the Hermit Club, decided to promote a tri-club boat cruise. The result was rewarding. More than 900 attended the cruise party on the S. S. *Aquarama* which had been chartered exclusively for the three clubs.

Our clubs are situated in an ideal spot for such a party since we are located on Lake Erie, but there are many such cruise boats available over the country making it feasible for clubs to schedule a cruise. If you have boat facilities in your area, it will pay both in membership interest and financially to take advantage of them.

The boat left the dock at 6 p.m. and dropped anchor once again at 11 p.m., cruising over the lake about eight miles off shore. There was a grand view with the night skyline in the distance.

Cost of the party was nominal. The trip including a buffet dinner and entertainment was \$6.50; cocktails were

extra. Everything was taken care of and served by the ship crew. There was an elaborate entertainment program, including two dance bands, a variety floor show, the University Club's Dixieland band and the Hermit Club choral group.

The way we handled transportation to the boat was to have members gather at the University Club since we have a large parking area. Chartered buses took members to the dock. Such a plan also brought them back to the club after the cruise for additional fun . . . and some business.

A year ago we planned a progressive tri-club party with the same two clubs and it was quite a success. This was what prompted the joint cruise. Joining forces with other clubs gives an opportunity for members of the various clubs in the area to become acquainted and makes for a good inter-club relationship. Because of the many requests, we already are making plans for another cruise. ■ ■



In the weeklong training school, no aspect of the club's operation was overlooked and instruction was as detailed as possible. Keeping to a carefully planned, coordinated program helped maintain high interest the whole week. The result was a feeling of pride in the club and his responsibility on the part of each employee.

How We Train Our Employees

... a step-by-step personnel procedure
in opening a new country club

By *Laurice T. Hall, General Manager*
Pinehurst Country Club
Denver



The photos on these two pages show only a small portion of the activity during the training school. Instruction in food service, preparation, fire prevention, sanitation, bar service, switchboard operation and other aspects of club operation were broken down into detail to prepare employees thoroughly for proper execution of their duties.

Before we opened our new \$3.6 million clubhouse for the Press Preview recently, our staff of 100 attended a weeklong training school. The course ran from 9 a.m. to 5:30 p.m. each day.

Through this intensive program the staff became familiar with all the operations and rules of the club. Not only did our employees get to know each other and all the details of every job at the club, but they developed almost instantly a feeling of pride in the club and their own responsibility.

The instruction course ranged from sanitation and dishwashing methods and a study on fire prevention to a sound movie on proper telephone procedure. I contacted prominent state and local figures for a series of speeches. There was a speech each day covering a specific area of club procedure and the program and discussions for the day centered on this subject.

I planned a general tour of all departments conducted by the department heads, and there were training sessions within each department.

A 12-page employee's manual was given out by all members of the staff at the first meeting. Included in this were all the details concerning meals, hours, job reviews, paydays and the deductions from paychecks, gratuity policy at the club, sick leave, insurance, vacations, workman's compensation, personal conduct and appearance expected, emergencies, club policies and a history of Pinehurst.

An example of the detail to which we carried the information in the manual is the following instruction on telephone procedure: *Answer the telephone promptly with the name of your department, such as "Dining Room, Mr. — speaking" and answer in a tone that means "I am glad to serve you."*

Be sure of the name of the party calling; if there is any doubt ask him to spell it. This is extremely important in the case of reservations. Simply say, "I'm sorry I did not understand you, would you spell it for me."

Do not use slang expressions. Say, "Yes, sir" instead of "Okay," "Allright," or "You bet." Say "One moment, please," or "Please hold the line, I will call Mr. —" instead of, "Wait a minute."

Write, sign and date all messages immediately before doing anything else. Confusion can be caused on party cancellations or reservations when messages go astray.

If you leave your office be sure to tell your immediate supervisor where you are going and when you will return so that calls can be directed properly and you can be found if an emergency arises.

On the telephone, a member judges

(Continued on page 75)



Monthly Sales

	336 Country Clubs	147 City Clubs	Total
Food Sales			
January	\$ 2,865,408	\$ 3,221,358	\$ 6,086,766
February	2,794,512	2,555,595	5,350,107
March	2,903,376	2,021,838	4,925,214
April	3,591,760	2,847,978	6,429,738
May	4,432,512	2,829,015	7,261,527
June	4,757,760	2,325,981	7,083,741
July	4,288,032	2,066,526	6,354,558
August	4,460,064	2,053,884	6,513,948
September	3,685,920	2,619,687	6,305,607
October	3,551,856	3,054,660	6,606,516
November	3,607,632	2,884,728	6,492,360
December	4,216,464	3,563,868	7,780,332
TOTAL	\$45,145,296	\$32,045,118	\$77,190,414

More than 88 per cent of all country clubs stay open 12 months a year, and food sales in both city and country clubs vary only slightly from month to month. These are just two of the facts developed from the most comprehensive survey ever made of the private club market, recently completed by CLUB MANAGEMENT.

Using members of the CMAA, CLUB MANAGEMENT queried managers on club operations covering the field of food, beverage and equipment. The results are based on replies from 336 country clubs ranging in size from 80 members to 1500, and from 147 city

Sales, Costs, Buying Trends Shown in New CM Survey

How Does Your Club Compare?

Beverage Sales

	336 Country Clubs	147 City Clubs	Total
Bourbon	\$ 8,031,774	\$ 4,074,055	\$13,105,831
Scotch	7,011,866	4,429,731	11,441,597
Blends (including Canadian, Bourbon, Rye)	3,952,142	2,496,757	6,448,901
Gin	3,569,677	2,255,135	5,824,813
Other (including Vodka, Rum, etc.)	2,932,235	1,852,432	4,784,667
TOTALS	\$25,497,696	\$16,108,113	\$41,605,809
Wine Sales			
Sparkling	1,385,664	500,094	1,885,758
Still	720,710	512,883	1,233,593
Cordial Sales	1,198,512	281,946	1,480,458
Beer Sales	2,125,200	553,602	2,678,802
Soft Drinks	1,261,344	250,929	1,512,273
SUB TOTALS	7,115,462	2,266,740	9,382,202
TOTAL	\$32,613,158	\$18,374,853	\$50,988,011

clubs ranging in membership from 110 to 7400.

The figures which are given in the accompanying tables are for the total of 336 country clubs and the total for 147 city clubs and individual statistics can be gotten easily by dividing by 336 and 147 respectively.

Average age of country clubs was 41, while city clubs averaged 53. Some 60.7 per cent of the country clubs have waiting lists, while 58.1 per cent of the city clubs have waiting lists.

Only eight per cent of the city clubs had assessments last year but this figure was 31.3 per cent for country clubs.

The study shows that 179 clubs (37 per cent) had completed plans for a major clubhouse improvement. Con-

(Continued on page 77)

**Safety
is easy!**



Wax containing Du Pont anti-slip LUDOX® is safer to walk on—and easy to apply!

Maintenance men like the easy way wax containing "Ludox" colloidal silica goes on—just like any other fine wax. Simple to maintain, too.

Employees and visitors like the sure-footed traction made possible by the millions of tiny silica "grippers" which "Ludox" provides.

You'll like the peace of mind this wax gives you and the flattering appearance it gives your floors.

"Ludox" is Du Pont's registered trademark for its col-

loidal silica—an ingredient used by formulators of quality wax. Floor wax containing "Ludox" is available everywhere. If you'll mail the coupon, we'll send more information and a list of suppliers.



LUDOX® adds slip resistance—but doesn't change the other qualities of fine waxes.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co. (Inc.)
Industrial & Biochemicals Dept., Rm. 2545CL
Wilmington 98, Delaware

Please send more information on floor waxes with "Ludox" and a list of suppliers.

Name

Firm

Address

City State



Club Adds Wine Menu—

Dinner Business Shoots Up 100 Per Cent

By John K. Uren, Manager
University Club
Kansas City, Missouri

Recently we added a special wine menu at the club which produced some rather amazing results. It increased our dinner business 100 per cent. And though the club's only profit is a ten per cent service charge, we find that we are selling from 12 to 15 cases of wine per month including lunch, dinner and take-out.

Also the menu adds an elegant note to our dining service. Just as wine usually is considered a quality touch when used directly in cuisine, so it is considered an elegant and natural companion to good food. In fact to some people it is essential to a quality atmosphere. In appearance the menu itself was a luxurious addition to our table setting, as the cover is imprinted in silver on a rich burgundy-colored paper. The menu folder on the inside is printed in burgundy on heavy-weight cream-colored paper.

The following is a letter which we sent out to our members at the outset of the promotion announcing the club's selection of wines:

TO THE MEMBERSHIP:

Your wine committee has investigated the availability of lines of good quality wines in adequate supply in Kansas City.

Since the quality of any wine depends upon the integrity of the bottler, we decided that at the start it would be advisable in the main to stock imports of large "name brand" French bottlers: Barton Guestier (B & C), Cruse and Fils, Freres, H. Sichel Sons, Inc., and Bouchard and Fils, Freres.

We have endeavored to select from these firms' bottlings good wines in such a varying price range as to appeal to all our members. Since the named firms bottle only regional wines, chateau and estate bottlings were sought elsewhere. We have selected as our finest claret one of the greatest of chateau bottlings, Chateau Latour (Medoc) of the great year 1953.

We also have selected 1954 bottlings of Lafite Rothschild and Chateau Margaux. Because this year was only classified as "good", these bottlings are unusually low priced and give us a remarkable wine at regional wine prices. We will not have an estate bottling or burgundy in either red or white at the start. The prices of such wines are extremely high because of limited supply, and we found no desirable bottlings available in Kansas City. However, we have now located some wonderful burgundies shipped by Joseph Drouhin, one of the most reputable bottlers and shippers of burgundy wines in France. They should be available to the membership within the next 60 days.

For domestic wines we are stocking a selection of the Charles

Krug wines. This winery was established in 1861, is the oldest in California and since 1952 has been one of the largest winners of the California wine awards. We were fortunate to be able to stock these wines, as a distributorship has just been established in Kansas City.

The club presently has on hand a supply of Taylor's New York State: brut champagne and sparkling burgundy, which will be utilized.

We are enclosing a menu and wine list. To create an added incentive for dining at the club *our wines are priced at the club's cost*. While wines will be available for home consumption, a few day's advance notice should be given for the purchase of any quantity as the club is stocking only a small supply of each wine listed.

Although a wider selection of wines is desirable, the present selection, we believe, is sufficient to ascertain if our membership desires the club to maintain a well-stocked cellar. If by their patronage they so indicate, we will be able to add additional bottlings which will make our wine list second to none in this area.

We hope you will try these wines when eating at the club. They will add greatly to your enjoyment of fine meals.

Sincerely,
THE WINE COMMITTEE
THE HOUSE COMMITTEE

The introductory sheet of the menu
(Continued on page 62)

ENJOY THE BOOM

in International Appetizers with HIGH-PROFIT FAVORITES

from **VITA** BRAND



Vita brings you the world's finest fish delicacies for hors d'oeuvres, appetizers, salads and main dishes that will do your menu proud. Vita's reputation for quality is known to millions—and little wonder since Vita is the largest importer, packer and processor of fish delicacies. It is the *only* nationally advertised and distributed brand. The choicest herring, the most delicate smoked salmon, the tastiest gefilte fish and other deluxe products come from Vita in restaurant packs, ready to serve for highest profits.

For complete information call or write:
Institutional Division, Vita Food Products, Inc.,
644 Greenwich Street, N.Y. 14, N.Y., WAtkins 4-6500.



How to Keep Club Members HAPPY

*by Edward K. Zuckerman
Honorary Life President
Brentwood Country Club
Los Angeles*

This is the first of two articles taken from a speech given at a meeting of the Club Managers Association of Southern California by Edward K. Zuckerman, for nine years president of the Brentwood Country Club, Los Angeles, and now its honorary life president.

To keep anyone happy these days is a big order, whether it's a wife, a child or a mother-in-law. My experience as a club president for many years has taught me that the hardest of all people to keep happy are *members* of clubs.

This is understandable, as most club members are spoiled. They have been successful in their business and perhaps have been coddled too much to be easy to get along with. Unfortunately, a good many members feel that they could do a better job in running their club than the manager.

Consciously or subconsciously, they reason that after all they have been very successful in their own business and earn much more than the manager—therefore, why is it not possible that they could run the club better than the manager? If their advice is not followed they frequently become critical.

Perhaps they would have a right to become critical if they had the same broad and varied experience as their club manager, and, of course, would be willing to give the club sufficient time. But "time" is just what they do not have, nor are they willing to give the intricate workings of the club this necessary ingredient of wisdom—time.

A manager, however, must be sharp enough to sense this. He must realize

that problems are not always logical; most often they are psychological, particularly in dealing with the average run of club members. Yet it is obviously the duty of club presidents and officers to work together as a team to keep their members in a happy frame of mind.

I take it that it is self-evident that clubs are in the business of the "pursuit of happiness" for their members—by which I mean the promotion and development of the amenities of social life, including, of course, the pursuit of health.

Modern man, cooped up in large cities, needs the relaxation, the joy, the social contacts and the physical exercise that clubs are able to give. If this were not so, our clubs simply would not exist. They are here in plentiful numbers because they are concerned with a very important aspect of modern life.

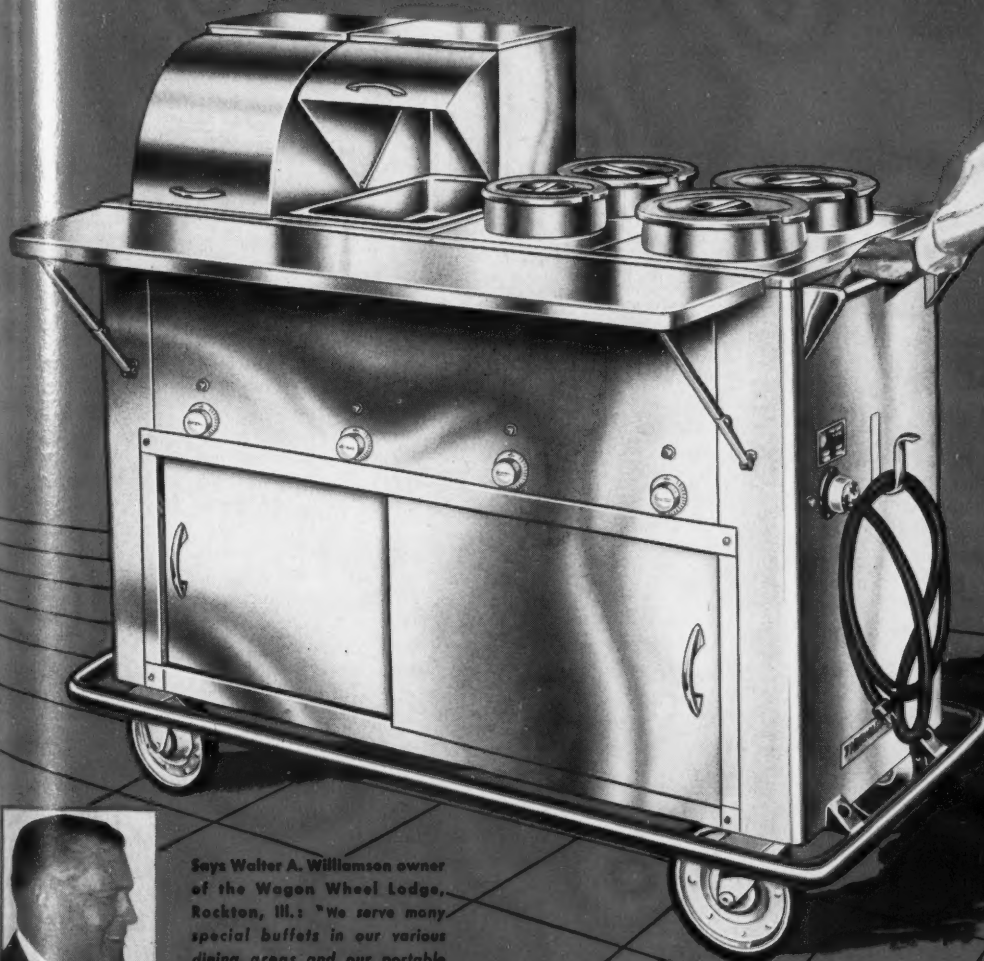
I would like to help stimulate your thinking so that each club manager and each club president, working together as a team, might come to a realization of the importance of developing their skills and ingenuity conjointly for the benefit of their particular club and its members.

The objective is, of course, to bring club members very near that blissful

Portable THURMA DUKE

Specially designed by Duke to transport food quickly and keep it *just right* after you reach your destination! Goes anywhere on large smooth rolling wheels...down corridors, up and down elevators, across lawns, out on terraces...anywhere you have a remote food service operation. It's ideal for use in kitchens with several dining areas, for clubs and institutions. Like the stationary Thurmaduke, this

durable food-warmer-on-wheels has selective heat controls in each section to keep foods at the proper temperature. Heats rapidly and is heavily insulated throughout to hold heat in. It's easy to use, easy to clean, plugs in anywhere. Guard the flavor of your food away from the kitchen...select the portable Thurmaduke. See your Duke dealer for more information or send in the coupon below.



Says Walter A. Williamson owner of the Wagon Wheel Lodge, Rockton, Ill.: "We serve many special buffets in our various dining areas and our portable Thurmaduke does the job quickly and efficiently."

DUKE

DUKE MANUFACTURING CO.
2305 N. BROADWAY
ST. LOUIS 6, MISSOURI

Clip and mail to: DUKE Manufacturing Co. Dept. 120
2305 N. Broadway, St. Louis 6, Mo.

Please send me information on the items checked:

- ☐ Thurmaduke Waterless Food Warmers and Portable Food Warmers
☐ Service Tables ☐ Cafeteria Counters We serve meals _____ per day
 We're interested in Duke Food Service Equipment
☐ For immediate plans ☐ For the future

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

The club is an extension of member's home

state we call "happiness."

We need the perspective of history, especially when we compare old-time installations with our present-day club-houses. We have moved from tents to multi-million-dollar installations.

In the old days there were little or no problems; the main thing was to have plenty of liquor and ice.

We all know that with the advent of our modern installations vast changes have been brought about. It is evident that big business has entered deeply into every phase of club operations. Actually, all the problems that big business is capable of hatching have been laid at our doorstep.

A Second Home

What has happened, of course, is that the modern club has become an extension of the member's home. He wants his wife and children and friends entertained there, and he wants this done in royal fashion. He will not be happy unless he is proud of his club, its service, and its condition.

Yet, in order to make each member happy practically every department of the club has been faced with increased costs. Maintenance alone has leaped upward amazingly.

From the present looks of things, one can only conclude that we are going to have increased costs for many years to come. Just the other day I was discussing restaurant and food prices in the operation of one of our local clubs. Committee members themselves often are jolted by what has happened to the cost of food and service. In the face of this we all know how hard it is to raise food prices.

Other items too, such as taxes, overhead, equipment and materials, have gone up.

Costs Are Climbing

Even the most superficial view of the clubs shows that the annual cost of operation has been climbing steadily. Yet, it is common knowledge to all of us that membership dues have not gone up in proportion. For some reason, clubs have been reluctant to increase their dues. This, in short, means that we continually must exert every effort to do a better job if we are to meet the requirements of our members. It's a tall order to say that we must provide better facilities and better service without increase in cost. Such, however, is the challenge facing managers and presidents.

First, a club must have good facilities. You cannot afford to operate a poor or obsolete plant. You must run a modern plant, keep it modern and up-to-date. If you do not have a good plant you must fight to obtain one.

Second, and equally important, is good supervision. As costs go up, the manager becomes the most important man in the club. The better his supervision and the more ingenious and resourceful he becomes, the more members will obtain for their dollars.

Running a club would not be too difficult for a manager if he didn't have members, committees, a president and a board of directors sitting on top of him. Where a man has just one boss, one person to please, the managerial task is comparatively easy. But, as you all know, the manager has several hundred bosses. To further complicate his ordeal, there is the problem of frequent change in the officers and the board of directors. (Imagine General Motors changing its president every year!!)

In many cases these changes prove extremely harmful to every department of the club's operation. I have spoken to a number of presidents about this very point, and most of them tell me that just about the time they understand the club's operation they find themselves out of offices. The club, therefore, is the loser, for it is deprived of the valuable "know-how" when the "old" is suddenly swept out and the "new" is ushered in.

Longer Terms

Perhaps longer periods for the term of president and heads of committees is the answer. If not, then it would be wise to develop some system whereby this valuable "know-how" would not be lost so easily.

I have been impressed with a new definition of "opinion." It goes like this: "Opinion is ignorance of fact—where you have facts you don't need opinions." Obviously, the long experience of tried and true officers gives each club a larger share of facts with a minimum of opinions.

It would seem to me that we should do everything we can to educate our clubs to correct this situation. Changes are inevitable, of course, but these changes should take place in a more constructive fashion. The person who becomes president of the club should have a lot of seasoning and experience before he takes over the job. He should not be somebody who just happens to move into this high office because of politics, or because by some unlucky

accident the man best suited (and actually the most experienced) had to go off the board because of some provision in the club's by-laws.

The club manager, however, must be realistic. If the club's by-laws provide for frequent changes of officers and directors, then the manager must be resourceful to meet that kind of challenge. The far-sighted manager will have at hand a ready program for orienting the incoming president and directors.

Such a manager is able to see around difficult situations that are not obvious to the untrained eye. Such a manager is smart enough to know that he cannot afford to fold his hands and trust to luck.

Don't Stop!

There's an old saying: "When you stop you drop!" The manager who stops his program of orienting his officers and board of directors sooner or later notices that things begin to sag. It ought to be elementary common sense for the manager to know that when the new board and president take over, it is his job to be of extraordinary help.

What should he do?

First, he should acquaint the board members and officers with the facilities of the club. In other words, he should take them on a tour of the installation and make sure that every board member and every officer knows every part of his club. You would be surprised to know how many board members of long standing are *not* acquainted with the facilities of their own club!

Second, he should introduce the board members and the officers to the staff, or at least to the heads of the various departments. (The president should meet several times a year with the heads of the departments—not for the purpose of interfering with the manager's operation, but more in the spirit of a brain-storming session in which the development of new ideas for the club is solicited and encouraged.)

Policy Understanding

Third, he should discuss with his new president his understanding of the club's policies and how these policies are carried out. It is to the advantage of the manager to make sure that the new president is in agreement with him on the policies of the club. In other words, conduct informal workshops with new board members and new officers—of course, always at their convenience.

Finally, the manager should lay out a program for his president so that the

Who's eating all the Famous Sauce?



CLUB MEMBERS, THAT'S WHO!

This is why Durkee is advertising to the active, influential audience of **SPORTS ILLUSTRATED**. We want to make sure they remember that you have Durkee's Famous Sauce for their sandwiches, meats and salads. You do, don't you?

IF YOU DON'T
WANT TO BE A
STATUS SEEKER,
AT LEAST BE
A SNOB! read this...



Perhaps you don't eat out often, don't care for public recognition of your status in society... and therefore, can't associate yourself openly with Durkee's Famous Sauce.

Take heart! Dine in the cloistered sanctity of your own refectory with Durkee's Famous on the table. Does it matter no one else knows? *You* do!

No need to rush down to the corner grocery for a jar of Famous. Send your man.

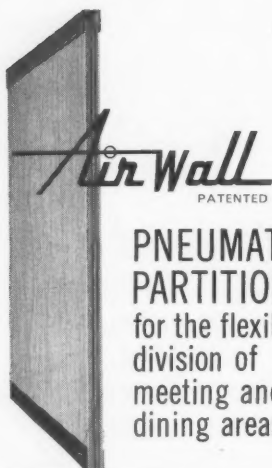
The distinctively different sauce for cold turkey, fish, meats, salads—and of course, canapes.



Zesty, Full-Bodied

DURKEE'S FAMOUS SAUCE

As advertised in Sports Illustrated



"AIRWALLS" in the beautiful Aurora Country Club, Aurora, Illinois.

THE FIRST AND ONLY TRULY PORTABLE WALL

"AIRWALLS" offer clubowners and managers a completely new and flexible method of dividing interior areas to provide private rooms to meet everchanging space requirements. "AIRWALLS" are completely portable and do not require unsightly floor or ceiling tracks . . . may be moved at will—in just minutes. You merely set each panel in place and add air . . . the patented "AIRWALL" telescoping cap is raised firmly against the ceiling. "AIRWALL'S" tight seal at floor and ceiling levels and unique construction features offer a sound retarding quality never before available in a portable wall. "AIRWALL" panels, 36" wide, heights to 12', are available in a wide range of facing finishes to provide fresh, dramatic interior decorations. Best of all, "AIRWALLS" are economical . . . require no installation or erection costs.

Write today for complete information and name of your local AIRWALL Sales-Service Engineer.

Air Wall Inc.

16720 SO. GARFIELD AVE.
PARAMOUNT, CALIFORNIA
A SUBSIDIARY OF
RICHARDS-WILCOX MFG. CO.
AURORA, ILLINOIS

president's time is not wasted. Thus, the competent manager always works with his president because that man is the executive head of the club.

Experience has long demonstrated that club operations must be left to the manager. This is elementary good judgment. The manager must be supported and trusted, and given full responsibility. His operations should not be interfered with by the members or by committee chairmen or by individual members of the board.

However, the manager must realize that he does not set the policies of the club; his task is to carry out the policies as set by the board of directors. The president represents the board and, as such, directs the manager.

This does not mean that the manager does not have the right to influence and help direct policy. In fact, I recommend that the manager attend all board meetings, and be encouraged to give his opinion on matters under consideration.

The president and the manager must work together. This is axiomatic. They must understand the varying views of their members and not be too critical of them. They must say over and over again to themselves, "These are our people. We must like them even to their faults."

I sometimes hear members knock

their own clubs and officers. I often wonder what they are trying to prove, for by belittling their club they belittle themselves.

A member who talks against his club should not be encouraged or listened to by other members. Every club has a procedure for handling complaints and this procedure should be followed.

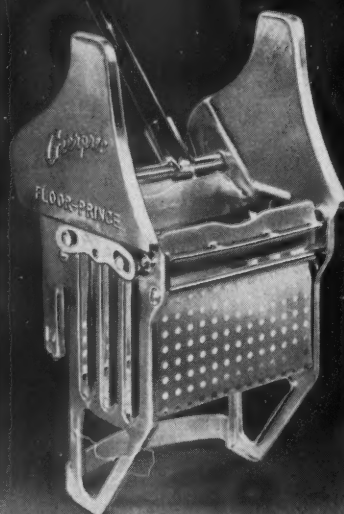
What do the members want? Can they afford this or that? And are they willing to pay for what they want? If they are willing to pay, of course, give it to them. If they cannot, you must educate them to understand the high costs involved in operating the club. Being intelligent people, they should not want what they cannot afford.

Above all, do not underestimate your members. They generally will be happier with an improved program and better facilities. For example, show them that *together* they can buy a lot for a little, if each member gives accordingly. Thus, by putting up \$100 apiece, you can spend \$50,000 for their joint benefit if you have 500 members.

But make the members pay as they go. Do not let anyone tell you that debts are good for a club.

Remember, clubs are living entities and they change. Keep an open mind on every question that comes before you. Do not make any preconceived judgments, and don't ever think that

GEARED FOR MODERN MOPPING



All Geerpres wringers use an interlocking rack and gear principle of force multiplication. When the wringer handle is depressed, two cover plates fold down over and seal the mop into the wringer. As the handle continues downward, the cover plates descend and squeeze the mop against all parts of the wringer compartment. Pressure is even and produces a uniformly dry mop. Geerpres wringers are easier on mops and easier on people. Write today for new catalog.

GEERPRES WRINGER, INC. P.O. BOX 658, MUSKEGON, MICHIGAN

you are always right and your members always wrong.

The historical traditions and customs of your club carry with them a certain excellence. But don't let this excellence bog you down. Be flexible enough to change under changing conditions. Make the "sense of progress" one of your finest traditions!

Be alert to the change in the point of view of your members. But do not be influenced to lower your standards because of a few vocal members who claim they represent the club. It is difficult to raise standards once they are lowered.

I would like to suggest to both managers and presidents of clubs that they should not feel they always have to be right. Your club member or board member, who has "stuck his neck out" to give you what he considers to be a better view, needs to feel that you value his suggestion and that you will give it a fair trial, even though at the moment you might not consider it a workable idea. This, of course, does not go for something which has been tried many times before and failed.

A manager is on the wrong track if he is not working with his members and his board. On the other hand, the president and the officers of the club should listen to the manager, for he is the fellow who ought to know every facet of the operations of the club. Try to understand the president's problems, and he will in all probability help you to the right solution for yours.

A president or manager should be careful never to blurt out an emphatic "No" to a member. Maybe we should try to take "No" out of our vocabulary—or that equally negative phrase "It will not work!"

Unfortunately, many men show poor judgment in being dogmatic. By constantly using the phrase "It will not work" they seem to think they have clothed themselves in authority. I assure you that kind of authority not only is unwarranted but generates a feeling of antagonism, and antagonism leads nowhere. If it is necessary to say "No" you should use a convincing argument which at least has the merit of assuring the member his suggestion is not being slapped down. (To be concluded in the next issue). ■ ■

Beer Campaign

Tuborg Beer has chosen CLUB MANAGEMENT as one of a select few trade magazines for an advertising campaign for its imported beer. CM advertising backs up a four-color consumer magazine program in Holiday, Esquire, Sports Illustrated, Gourmet and U.S. News and World Report.

now does more* new jobs

...and at amazing savings! The "Thermo-Fax" Brand Copying Machine—the world's most versatile business machine—now does even more new jobs. And look at the savings! *Black on white, bond-weight Systems Copies for less than 2¢ a copy. *Finished Paper Printing Plates for as little as 12¢. *Ready-to-Project Transparencies for as little as 13¢.

All electric, the "Thermo-Fax" Business Machine delivers each job in seconds and perfectly dry.

Get the facts on how much work, what fast work, what varied work, what good work the "Thermo-Fax" Business Machines can do for you. Mail the coupon today.

NOTE! The "Thermo-Fax" Business Machine makes copies on white paper!

Thermo-Fax®

BRAND
COPYING MACHINES



MINNESOTA MINING AND MANUFACTURING COMPANY

WHERE RESEARCH IS THE KEY TO TOMORROW

THE TERM "THERMO-FAX" IS A REGISTERED TRADEMARK OF 3M COMPANY

Minnesota Mining and Manufacturing Company
Dept. DDW-51, St. Paul 6, Minnesota

At no obligation, I'm interested in information about how a "Thermo-Fax" Copying Machine speeds, simplifies and cuts costs on the jobs mentioned above.

Name _____

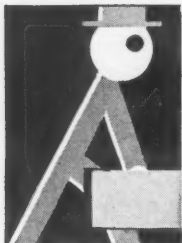
Company _____

Address _____

City _____ Zone _____ State _____

☐ Check if you now own a "Thermo-Fax" Copying Machine

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961



TRUMPING THE CLUBS

Fred A. Irvin, a past regional director of CMAA, resigned as general manager of the Peninsula Golf and Country Club, San Mateo, Calif., February 15 to become manager of The Sequoias,



Fred A. Irvin

Portola, Calif., a residence community for people of retirement age.

The formal opening of the \$6½-million project is scheduled for May 9. The Sequoias is being built by the Northern California Presbyterian Homes, Inc., and will have accommodations for 315. There will be residences for either one or two persons and medical, surgical and hospital care provided. Facilities will include a 2,000-book library, a private lounge, a parlor for each group of residential units, arts and crafts rooms, and barbeque and picnic area.

★ ★ ★

A fire which broke loose in the Dallas Athletic Club March 11 at 12:49 a.m. is reported to have caused about \$4,000 damage to the club's seventh and eighth floors. No one was injured.

Assistant Manager James W. Coffing and a building engineer had extinguished flames discovered two and half hours earlier in a bin in the supply room of the club, where uniforms and paper cups were stored. The fire, however, apparently was smoldering in a wooden table above the bin. James J. Slaughter is manager of the club.

Mort Leve, formerly manager of the Town Club of Chicago which was sold to the Sheraton Hotel chain in 1960, has been appointed manager of the new Westbrooke Club, Miami. The club is scheduled to open in June.

Plans for the program at the club include evening swims; fashion shows; bridge, chess and card tournaments; dinner dances; lecture groups; arts and crafts; beauty contests; teenage parties and cotillion. There are to be the following facilities: swimming pool with a five-board diving tower; cocktail lounge; teenage room; snack bar; tennis, handball, basketball and volleyball courts; children's playground; and rooms for weddings, banquets, etc.

★ ★ ★

Frank Stenger has accepted the position of manager of Spring Brook Country Club, Short Hills, N. J.

Mr. Stenger, who was born near Budapest and came to the U.S. in 1919, has been manager for six years at Whipoorwill Country Club, Westchester, N. Y., and Cherry Valley Country Club, L.I., N. Y. He also has been associated with Vernon Hill Country Club and Birchmont Club, North Conway, N. H.; the St. Regis and Biltmore Hotels, N. Y.; and helped open the Carnegie Hall Tavern, N. Y., gathering place for musicians, artists and theater personalities.

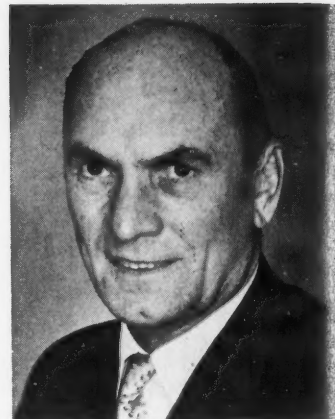
★ ★ ★

Basil E. Evans has announced his retirement as manager of the Peachtree Golf Club, Atlanta. His home is 2836 Hermance Dr., NE, Atlanta.

To start plans rolling for the 1962 Miami CMAA conference, Jacksonville, Fla., managers met February 20 at San Jose Country Club, where Jefferson S. Craft is manager.



CLUB MANAGEMENT: MAY, 1961



Archie Livingston

Archie Livingston, formerly manager of the Rock River Country Club, Rock Falls, Ill., became manager of the Richmond (Ind.) Country Club March 20.

Mr. Livingston's wife, Nancy, reports that the club has a fine 18-hole golf course and a family membership of about 480.

★ ★ ★

1960 marked the 100-year celebration of the Olympic Club of San Francisco (managed by John G. Halkett), and the club commemorated the event with the publication of a hard-back 160-page album. The effective cover of the book is done in black and white with red lettering.

Dramatic use is made of photographs of Greek and Roman statues to set the theme of the book, which is divided into five sections: history; athletic history; the city club; the country club associated with it, where Don Cameron is manager; and events of the centennial celebration.

Events in the centennial celebration included national A. A. U. wrestling, a cocktail party and luncheon, games night, exhibition tennis, a carnival of aquatic arts, national A.A.U. handball, ladies' and men's golf tournaments, a stage show "Inside Olympia," centennial tennis open, a dinner dance, father and son sports night, a fashion show, a grand ball and a junior ball.

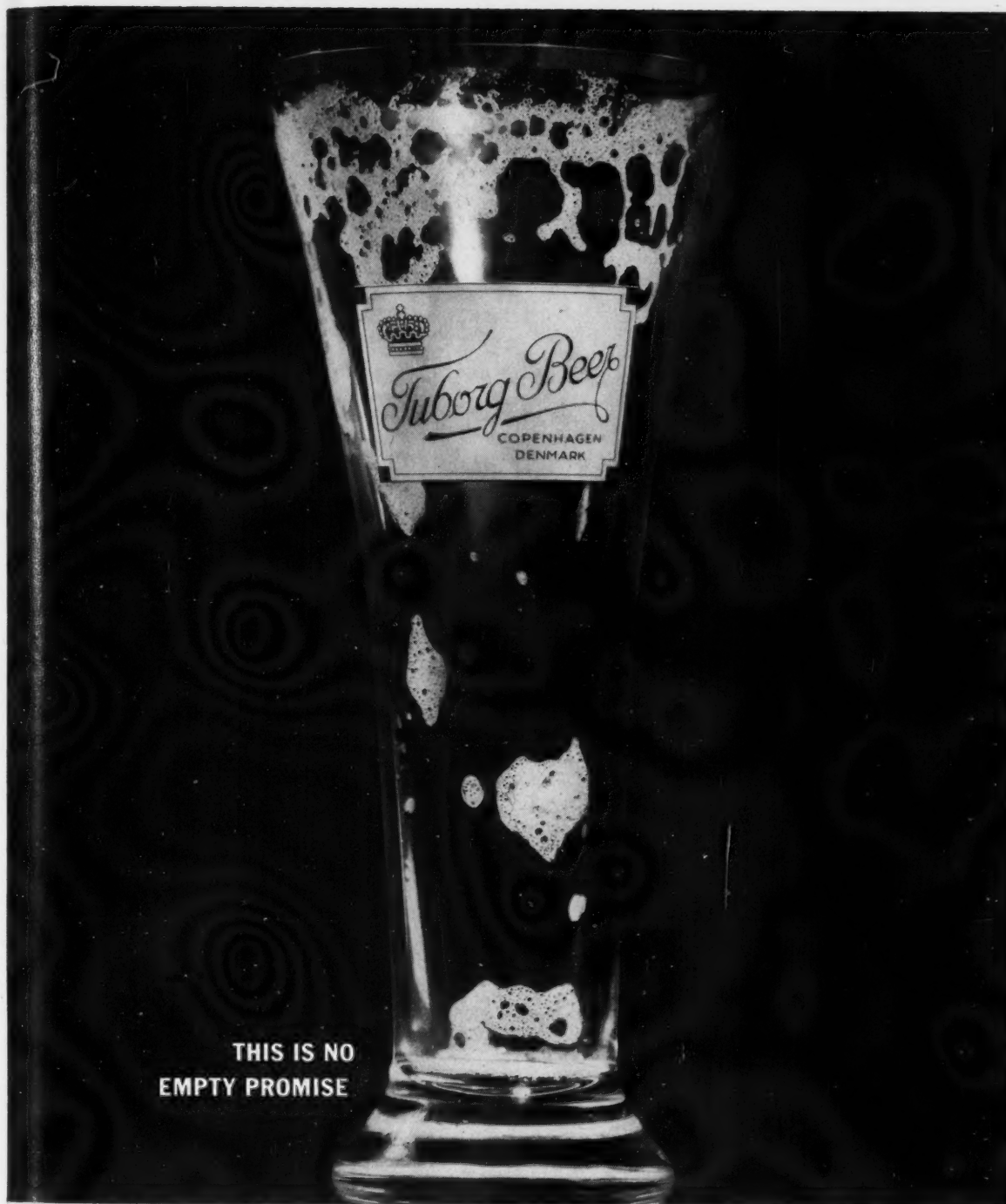
anager
Rock
Rich-
ch 20.
eports
e golf
up of

celebra-
Fran-
alkett),
event
l-back
cover
white

graphs
set the
divided
ic his-
y club
meron
centen-

oration
estling,
games
ival of
hand-
courna-
mpia,"
dance,
fashion
all.

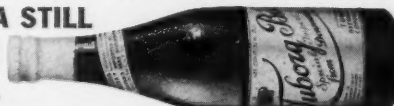
an-agers



**THIS IS NO
EMPTY PROMISE**

THAT EMPTY GLASS IS FULL OF SALES POTENTIAL. YOU SHOULD SEE IT IN FULL COLOR. MILLIONS OF FUTURE TUBORG CUSTOMERS WILL ALL YEAR LONG—IN GOURMET, ESQUIRE, HOLIDAY, SPORTS ILLUSTRATED, U.S. NEWS AND WORLD REPORT! A TOTAL OF OVER 20,000,000 READER IMPRESSIONS! IT'S PART OF THE BIGGEST TUBORG CAMPAIGN EVER, INTRODUCING THE BEST OF THE IMPORTS TO AMERICA'S MOST INFLUENTIAL AUDIENCE. ITS PURPOSE: TO DEVELOP A STILL BIGGER MARKET FOR COPENHAGEN'S TUBORG BEER

TUBORG BREWERIES, LTD., COPENHAGEN, DENMARK, U.S. REPRESENTATIVES: DANISCO, INC., N.Y. 4, N.Y.



Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961

Bravo! Viva!
Ole!



For "Cheers!"
in any lan-
guage...
serve your fine
foods with fine
silverplate
by Oneida.



NEW!
Palisade[®]
ONEIDA LTD.

ONEIDA 
SILVERSMITHS

HOTEL AND RESTAURANT DIVISION
*Trademark of Oneida Ltd., Oneida, N. Y.

Palisade

See Oneida's complete line
of fine silverplate and stain-
less at your equipment
dealers.

Robert E. Yoxall, manager of the Country Club of Coral Gables, Fla., reports that a new \$200,000 swimming pool and locker room are being planned for the club to occupy space which is now a parking lot. This adjoins the outdoor patio where dances are held during many months of the year. The locker room not only will be for swimmers but for golfers who use the Coral Gables golf course, which is affiliated with the club although not owned by it.

Also, much in the news at the Coral Gables Country Club is the possibility of buying the Key Biscayne Yacht Club on the neighboring peninsula. Some 300 members of the Coral Gables Club own boats and would be happy to use the dock space which would be available if this merger goes through. While the yacht club has an active membership of 150, the property needs certain improvements, especially a breakwater. The matter will be settled during the summer months.

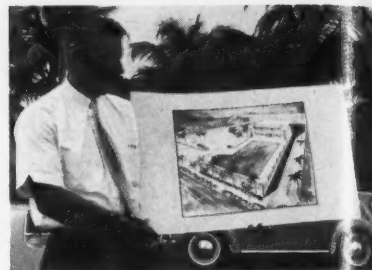
Mr. Yoxall is general chairman for the 1962 CMAA conference, which will be held at Hotel Deauville in Miami Beach, February 28-March 4, 1962. Detailed plans for the conference are being arranged at a meeting of the Florida State Chapter in St. Petersburg at about the time this issue is going to press; the complete story will appear in an early issue.

★ ★ ★

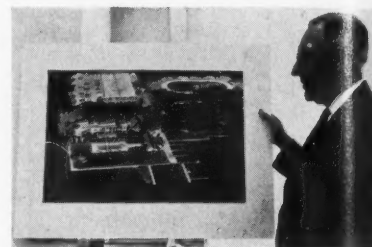


Lynton A. Upshaw

Lynton A. Upshaw, manager of the Petroleum Club of Houston, is shown by the huge globe in the club's lounge on the top floor of the Rice Hotel. From the lounge one can look across town a few blocks to the new Humble Oil skyscraper now under construction. The two top floors of this new building, when completed in 1962, will house the Petroleum Club.



Robert E. Yoxall, manager of the Country Club of Coral Gables, Fla., displays the architect's drawing of the new \$200,000 swimming pool and locker room which are being planned for the club. Mr. Yoxall is general chairman for the 1962 CMAA conference to be held in Miami.



Col. Clarence F. Hoover, manager of the Tampa (Fla.) Yacht and Country Club shows the architect's drawing of the enlarged clubhouse and facilities being scheduled.

The Tampa (Fla.) Yacht and Country Club, where Col. Clarence F. Hoover is manager, is making plans for an enlarged clubhouse.

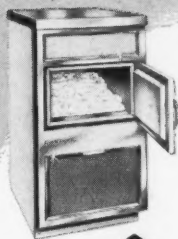
Improvements, which will include a new dining room, new kitchens, card rooms, and eventually, an enlarged main dining room overlooking the swimming pool, will be constructed in several already-determined stages, which will carry the cost over several years and make it less inconvenient for members.

Extensive improvements of the club grounds also are being planned, including new tennis courts. One of the annual features of the club is the Tampa Horse Show, which while not operated by the club itself, is on the club grounds and the club stables are used. There are many active horsemen and horsewomen among club members.

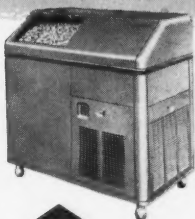
★ ★ ★

Henry J. Meyer, manager of the Long Beach (Calif.) Elks Club, has announced plans to add a dining room which will seat 800 to the club's facilities.

This will include expansion of the club kitchen, engineered by Fred Schmid Associates, Los Angeles. The program will bring dining capacity to 1200 in the club, which has a membership of 10,000.



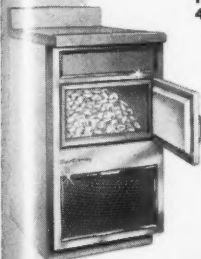
Super Flaker Model DF-4. Makes up to 100 lbs. of perfect crushed ice daily. Stores 40 lbs. in insulated bin.



Super Cuber Model SC-200F. Makes up to 225 lbs. per day, stores 150 lbs. Similar model makes 110 lbs., stores 75 lbs.

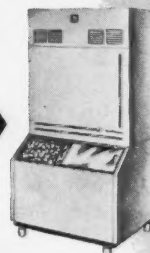


Super Flaker Model SF-2F. Produces a continuous flow of up to 550 lbs. of crushed ice daily. Units with 350, 1150 and 2000 lb. capacities also available.



Super Cuber Model DC-3. Makes up to 50 lbs. of perfect cubed ice daily. Stores 35 lbs. in insulated bin.

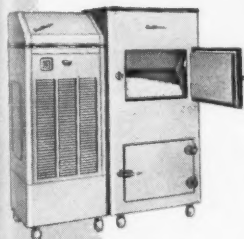
Super Cuber Model SC-500E. Makes up to 500 lbs. of 100% pure Super Cubes daily. Bin stores 400 lbs. of ice.



Modernize with Modern Ice

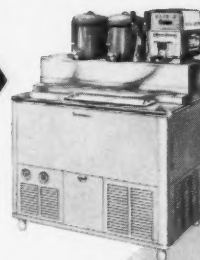
SCOTSMAN ICE MACHINES

World's Largest Line . . . World's Largest Seller



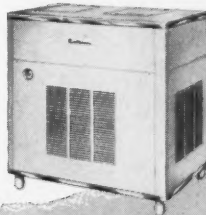
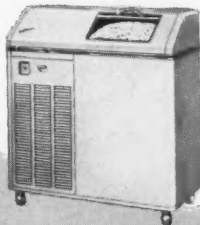
Super Bin with Super Flaker. Choose among 16 models designed as companion units for Scotsman Super Flakers. Model shown stores 750 lbs. of ice.

Model SD-2. Handy drink dispenser makes and stores its own ice . . . up to 550 lbs. per day! Also with single head.



Super Flaker Model SF-3W-SFA. Makes up to 1050 lbs. per day, stores 350 lbs. Similar models make 200, 350 and 550 lbs. daily.

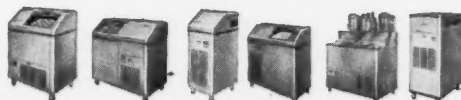
Super Flaker Model SF-8. Makes a continuous supply of up to two tons of crushed ice daily . . . ideal for volume ice users! Occupies 5 sq. ft.



SCOTSMAN

Modernize with Modern Ice!

ICE MACHINES



YES! Please send complete details, including new "Ideas on Ice" booklet on Scotsman Ice Machines.



NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MAIL TO: **SCOTSMAN ICE MACHINES**

Queen Products Division of King-Seeley Thermos Co.
EXPORT OFFICE: 15 William Street, New York, N. Y.
165 Front Street, Albert Lea, Minnesota

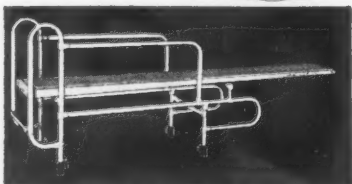


Since 1935... the best values in quality pool equipment and chemicals... PLUS FREE HELP on any pool problem. Write for these FREE aids today:

- ☐ ALGAE CONTROL for lakes and pools.
- ☐ Pinpoint water treatment problems with record forms, data cards and Pool layout sheet.
- ☐ "How-to-paint" guide and color chart.

POOL-COTE...one coat covers

Time-tested chlorinated rubber base paint with new "Ultra-Sorb" sun screen ingredient. 10 popular colors.



DIVING STANDS & LADDERS

In stock or made to your order... chrome, stainless steel, brass. All sizes available. Install as original equipment or for replacement. Top quality guarantee.

NUSAN cleans any filter

Left: Standard backwash
Right: Backwashed with NUSAN
Saves repair costs! Chemical formula quickly dissolves "gook". Just add to strainer before each backwash. Amazing results guaranteed! FREE test-it-kit.



YOURS FREE

— valuable tips on water treatment, pool maintenance and operation. Write for catalog #6E.



MODERN SWIMMING POOL CO., INC.
1 Holland Ave., White Plains, N. Y., White Plains 8-3932



Margaret Roper

Margaret Roper assumed duties as manager of the Kinston (N. C.) Country Club March 1.

The club, which has a membership of 425, has an extensive renovation program underway planned for completion by the 1st of June. New facilities include two pools, a dining room for 200, kitchen, ladies' and men's locker rooms and an outside dining area with snack bar; the club has an 18-hole golf course.

★ ★ ★

The Ramada Club of Houston is proud of its fine new quarters on the top (32nd) floor of Houston's newest skyscraper, the First City National Bank Building; the club had been located in the Oil and Gas Building a few blocks away. Miss Beatrice E. Groseclose is manager. Pictures of some of the club's splendid new dining and lounge rooms will appear in an early issue.

★ ★ ★

W.J.R. Goldie, Toronto Club, Canada, was knighted the Bailli of Ontario of the Confrerie de la Chaine des Rotisseurs at the first anniversary dinner of the national chapter of the organization held January 16 at the Hotel Plaza, New York City. Mr. Goldie is the first Canadian to receive the honor.

He is an affiliate member of CMAA; founder, honorary life member and past president of the Winnipeg Branch of the Canadian Society of Club Secretaries and Managers, of which he is a national director; a chevalier in the Cercle Epicurien Mondial; a member of the Wine and Food Society and an honorary life member of the Gourmet Society of Winnipeg.

Mr. Goldie holds the following degrees: member Cookery and Food Association, (M.C.F.A.), affiliate Royal Society of Health (A.R.S.H.) and member Hotel and Catering Institute (M.H.C.I.).

James H. "Jim" Parker, manager of the New York Athletic Club, reports that three of the world's leading glee clubs entertained at the club during its winter social season.

In December the glee club from Fordham University, Bronx, N. Y., appeared; in February, West Point Military Academy; and in March, the U. S. Naval Academy, Annapolis. The club's gym was filled to capacity for each of the performances and afterward the membership went en masse to the main dining room which was decorated for each occasion: "Fordham Prom," "Cadet Ball," and "Midshipmen's Hop."

★ ★ ★



Philip Ralles

Philip Ralles was appointed manager of the new Des Moines Elks Club February 1 after serving for five years as assistant manager of Hyperion Field Club in that city.

Mr. Ralles also has been associated with the Wakonda Club and the Hotel Commodore in Des Moines.

The Elks Club opened early this year in newly constructed facilities. It has a membership of 2300.

★ ★ ★

W.J.R. Goldie, left, is knighted the Bailli of Ontario of the Confrerie de la Chaine des Rotisseurs by Paul Spittler, New York, at the first anniversary dinner of the national chapter of the group held in New York City at the Hotel Plaza January 16.



NICKELS and DIMES and PROFITS



Your profit on each bottle of Schlitz can be measured in nickels and dimes. Profit on a case is measured in dollars. By the month, Schlitz profits can be counted in ten's and twenty's. Even fifty's. But Schlitz offers more. A pre-

mium beer and a favorite of people dining out, it costs little to serve, doesn't tie up a large amount of cash. Think nickels and dimes and Schlitz sales will take care of the dollars.

THE BEER THAT MADE MILWAUKEE FAMOUS

Your customers enjoy the difference in Schlitz

©1961 Jos. Schlitz Brewing Co., Milwaukee, Wis., Brooklyn, N.Y., Los Angeles, Cal., Kansas City, Mo., Tampa, Fla.

Anthony Lulling, maitre d' hotel at the India House, New York City, for 42 years, was honored recently at a dinner given before his retirement by the governors of the club.

Mr. Lulling, who is 70, years old, left his native Luxembourg as a young man and worked in the Savoy and Piccadilly Hotels, London, and the Trocadero Restaurant, Paris, before coming to the U.S. in 1915. Throughout his years in the club field. Mr. Lulling became acquainted with such men as Charles M. Schwab, steel magnate; and Presidents Calvin Coolidge and Herbert Hoover.

The India House, where Arch Mundy is manager, was founded in 1914.



Berry Haug

Berry Haug, who has been manager of Indian Hills Country Club, Kansas City, Mo., for seven and a half years, has resigned to become manager of the new Crossroads Motor Hotel, Lincoln, Nebr., which is scheduled to open the May 30.

Succeeding him on April 1 was George Burton, who for two years had been catering manager at the Kansas City Club in the same city.

Mr. Haug has served twice as regional director of CMAA and is a past-president of Mid-America Chapter. Before joining Indian Hills Mr. Haug was manager of the Algonquin Golf Club, St. Louis.

The Crossroads is a 100-unit, eight-story structure with a rooftop swimming pool, meeting rooms and dining facilities and has parking space for 130 automobiles.

★ ★ ★

A new chapter of the Order of Military Wine Tasters has been granted at the Presidio of Monterey, Calif., it has been reported by George Rhodes, president of the organization's founding chapter.

The new chapter was organized by Lt. Col. Fred J. Frank, U. S. Army Signal Corps., who is president. Lt. Col. William A. McKaney is vice president and Capt. Charles R. Rufe is secretary. Col. James L. Collins, Jr., commandant of the Army Language School at the Presidio of Monterey, is a charter member and will serve on the chapter's board of governors; Lt. Col. Vernon Morgan also is on the board.

The chapter held its first wine tasting April 14.

★ ★ ★

Chester D. Walters, Bluemound Country Club, Wauwatosa, Wis., died recently according to a report received from the offices of CMAA. Mr. Walters is survived by his wife, Marguerite L.

David "Dave" W. Haller has accepted a position as manager of Forest Hills Country Club, Rockford, Ill. He formerly managed Winding Hollow Country Club, Columbus, Ohio.

★ ★ ★

Steve Stevens, who has been manager of the Laurel (Miss.) Country Club since December, 1959, resigned to become manager of the Spartanburg (S. C.) Country Club. He succeeds Whitey Harling at the Spartanburg club.

★ ★ ★



A. R. Nothhaft

Alfred R. Nothhaft has been appointed catering manager of The Kansas City (Mo.) Club, where Harry J. Fawcett, author of CM's "Food Topics," is general manager.


Mr. Nothhaft was born in Munich, spent three years in a hotel college and served as apprentice at Lowenbrau and the Grand Hotel Continental there. In 1949 he received his certificate from the Chamber of Commerce and Hotel and Restaurant Association.

He spent several years with hotels in Germany, Switzerland and England before coming to the U. S. in 1956 to become associated with the Muehlebach Hotel, Kansas City, Mo. He also has been associated with Putsch's Restaurant and was food service manager for Wolferman's and catering manager for the Embassy Hotel there.


★ ★ ★

Oakbourne Country Club, Lafayette, La., where Frank A. Macioge is manager, presented its President's Ball April 15 featuring Jan Garber and his orchestra. Cost was \$12.50 per couple including breakfast. Tickets were made available to members only until the first of April; then guests could be invited on a first come basis.

PARK & TILFORD



Symbol of Perfect Taste



Blended and Bottled by
PARK & TILFORD DISTILLERS CORPORATION
LIQUORVILLE, N.Y. - NEW YORK, N.Y.

When the Best costs you Less ...

WHY PAY MORE?

COMPARE THESE EVERYDAY LOW PRICES ON CHEF-STYLED ALUMINUM COOKWARE

ITEM	NO.	QTS.	PRICE	NO.	QTS.	PRICE
DOUBLE BOILERS <i>Loop handle covers, Flat Bottom inserts.</i>	3104	4	\$10.80	3216	16	\$25.95
	3106	6	11.90	3221	21	29.20
	3109	9	17.50	3225	25	31.60
	3211	11	20.20	3236	36	54.70
	3214	14	23.85			
MIXING BOWLS	502-A	2	2.30	516-A	16	10.45
	504-A	4	3.45	522-A	22	13.10
	507-A	7	5.80	548-A	48	27.40
	512-A	12	8.10			
DISHPANS	414-AH	14	7.95	440-AH	40	19.95
	421-AH	21	10.35	460-AH	60	28.55
	425-AH	25	11.35			
COLANDERS	1509	9	10.30	1518	18	13.80
	1513	13	12.05	1524	24	16.50
BAIL KETTLES	9014	14	7.50	3022	22	11.65
	9018	18	9.10	3028	28	13.85
SPAGHETTI STRAINER	096	5	6.00			
FRY PANS	NO.	TOP DIA.	PRICE	NO.	TOP DIA.	PRICE
	1307	7"	3.25	1312	12"	7.25
	1308	8"	3.90	1314	14"	9.20
	1310	10"	5.80			
DOUBLE ROASTER	NO.	SIZE	PRICE			
	1816 Std. Weight	18½" x 12½" x 9½"	\$19.95			
	1620 Heavy Duty	16" x 20" x 9½"	35.20			
Standard Weight STOCK POTS	NO.	QTS.	PRICE	COVER NO.	COVER PRICE	
	208	8	\$ 5.05	300	\$ 1.90	
	1212	12	9.10	300½	2.05	
	216	16	10.65	301	2.15	
	218	18	11.70	301	2.15	
	920	20	12.10	301	2.15	
	924	24	13.10	301½	2.65	
	230	30	16.05	302	2.85	
	236	36	20.85	303	3.25	
	240	40	21.75	304	3.25	
	250	50	27.65	304	5.25	
	260	60	30.35	305	6.40	
	280	80	33.35			
	1701½	1½	3.50	1701½C	1.40	
	1702½	2½	4.20	1702½C	1.65	
	1703½	3½	5.00	1703½C	1.75	
	1704½	4½	5.70	1704½C	1.90	
	1705½	5½	6.25	1705½C	2.00	
	1707	7	7.50	1707C	2.10	
	1708½	8½	8.20	1708½C	2.35	
	1710	10	9.00	1710C	2.65	
Windsor SAUCE PANS	1701½	1½	3.50	1701½C	1.40	
	1702½	2½	4.20	1702½C	1.65	
	1703½	3½	5.00	1703½C	1.75	
	1704½	4½	5.70	1704½C	1.90	
	1705½	5½	6.25	1705½C	2.00	
	1707	7	7.50	1707C	2.10	

Compare These Quality Features ...

- Heavy duty, hard aluminum alloy for rugged, practical service ... fast, even heat distribution.
- Abrasion and corrosion resistant.
- Rounded corners for quick, easy cleaning and maximum sanitation.
- Extra strength and thickness at tops and bottoms ... extra thick edges.



Prices slightly higher west of the Rockies

Write today for catalog—HARLOW C. STAHL CO. • 1389 E. JEFFERSON AVE. • DETROIT 7, MICHIGAN

Visit us at Booth 761, N.R.A. Show, McCormick Place, Chicago, Illinois, May 22-25

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961



(courtesy Ypsilanti Press)

Joseph G. O'Toole

Joseph G. O'Toole, formerly assistant manager of the Country Club of Detroit, Grosse Pointe Farms, Mich., for seven years, accepted the position of manager of the Washtenaw Country Club, Ypsilanti, Mich., on February 1.

Mr. O'Toole, who is 47, married and has three children, has been in the club field for 20 years. He was chief steward with the Detroit and Cleveland Navigation Co. for over five years, working with William LePla, who was purchasing agent at that time and now is manager of Grosse Pointe Club, Grosse Pointe Farms. Mr. O'Toole is a member of Detroit Chapter of CMAA. Membership in Washtenaw Country Club is 350.

★ ★ ★



Eugene A. M. Vossen

Eugene A. M. Vossen became general manager of the Beverly Country Club, Chicago, on March 1. It was mistakenly reported in the March issue of CLUB MANAGEMENT that Mr. Vossen had been associated with a club in Minnesota.

Ed McDermott became manager of the Hopewell Valley Golf Club, Hopewell, N. J., March 1. Mr. McDermott had been associated with the Edison Club in that city for 11 years.

★ ★ ★

George Burton, who for two years has been catering manager of the Kansas City (Mo.) Club, accepted the position of manager of Indian Hills Country Club in the same city April 1, succeeding Berry Haug, who left Indian Hills to manage the new Crossroads Motor Hotel, Lincoln, Nebr.

★ ★ ★



Sharon Fladoos

Sharon Fladoos, 17, daughter of Arnold Fladoos, manager of Dubuque (Ia.) Golf and Country Club for 13 years, was named #1 Junior Girl Golfer in the U.S. for 1960 by *Golf Digest* magazine. Miss Fladoos was one match short of a rare "Junior Grand Slam."

The city of Dubuque honored her with a parade and public reception; an estimated 18,000 participated in the festivities of "Sharon Fladoos Day."

Miss Fladoos holds several state records in Iowa golf. She set the junior competitive record for 72 holes at 300, tied the Iowa Women's 72-hole record at 296, holds the individual 18-hole score of 71 for women's competition and the individual 18-hole score of 72 for junior competition.

In national competition Miss Fladoos won one of the two national junior titles, the Western Golf Assn. Junior Championship, and was runner-up in the other. She took up golf at the age of nine and received instruction from Howie Atten, the club pro, and Jerry Glynn, Chicago pro. She was the youngest girl (at age 13) to reach the semi-finals of the National USGA Junior and the Iowa Women's Amateur.



Charles J. West

Charles J. "Chuck" West accepted the position of assistant manager of Yellowstone Country Club, Billings, Mont., January 31. Pat Martel is manager of the club.

Mr. West was graduated from the University of Denver hotel and restaurant management school in 1960, was associated with the Ambassador Hotel, Denver, during his college years and with the International House in that city after graduation.

★ ★ ★

Milt Thomas, manager of Brae Burn Country Club, Bellaire, Tex., sent word of a party given by the Houston branch of CMAA to welcome the W. R. "Red" Stegers, River Oaks Country Club; the Frank Boudreaux's, Pine Forest Country Club; and Ellie Mosso, Briar Club, to their positions in the management of the Houston clubs.

The "Un-Leap Year Party" was given February 27. An attractive invitation done in red, black and white announced the occasion.



Guests of honor at a party given February 27 by the Houston branch of Texas Lone Star Chapter of CMAA were, from left to right: Frank Boudreaux, Pine Forest Country Club; Pat Steger, River Oaks Country Club; Shirley Boudreaux; Ellie Mosso, Briar Club; and Red Steger. The party was in honor of their recent appointments to Houston clubs.

★ ★ ★

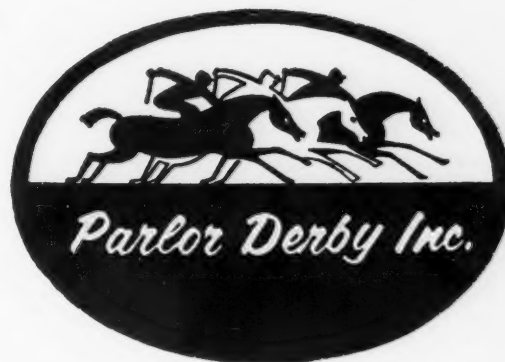
Flossmoor (Ill.) Country Club held its second successful annual Waitress

(Continued on page 58)

The Most Unusual Evening's Diversion Ever Presented To Your Members and Guests

All the Fun, Color and Excitement of the Kentucky Derby!

Play Parlor Derby



Six thrill packed, heart-pounding races on 16 MM film in glorious Eastman color with complete sound effects. *Thoroughbred* horse racing with all its pomp and pageantry

A brand new way to enrich the coffers of your treasury

Modern entertainment offered by an alert management always on the lookout for something that's refreshingly different and exciting for its members.

The principle of playing PARLOR DERBY is to predict and select the winning horses in each of the 6 filmed horse races. The game is similar to Monopoly, in that each guest starts out with an equal amount of token money. The guest who accumulates the most token money at the end of the game is declared the winner.

Before each race is run, the player or contestant studies his program and selects the name of the horse he wishes to play. He may decide to wager part of his token money on his selection.

After the "sale" of tickets has been declared closed, one of the film containers is selected from the FILM CABINET by one of the audience who chooses a color and matches it with a corresponding color on the side of the CABINET. The container is opened and serial number on the inside cover is displayed and noted on the SCORE BOARD. The film is then turned over to the projectionist to run. The number appearing on the screen and announced by the narrator — must correspond with the number on the inside cover of the container.

Parlor Derby furnishes the following equipment and accessories

- 1 PARLOR DERBY FILM CABINET—containing 18 filmed races in individual, sealed containers, unmarked in any way as a possible clue to the winners.
- 2 RACE SELECTOR—a fool-proof system of selecting 6 different races out of the 18 by matching colors with those on the film containers.
- 3 RACE PROGRAMS—containing the names and numbers of horses in all 6 races. (To guarantee secrecy and fair play, the names selected are fictitious, and have been picked purely for "fun.")
- 4 RACE TICKETS—numbered and separated into 2 parts. One half is given to the guest, the other retained by the host or director of the evening for verification and control.
- 5 PARLOR DERBY SCORE BOARD—for recording of serial numbers of races run, winning tickets and winning horses.
- 6 RACE PROGRAMS and RACE TICKETS sufficient for 250 guests are furnished FREE . . . additional quantities, extra.

**PARLOR DERBY INC.
45 WEST 57TH ST.
NEW YORK 19, N. Y.**

Gentlemen:

Please send one complete Parlor Derby program consisting of 18 filmed races in individual, sealed containers, plus complete accessories for a Parlor Derby Evening accommodating 250 members.

The complete Film Cabinet and accessories will be returned to your office the day following screening. I understand the full rental fee is only \$100, plus shipping charges. I understand additional accessories are available at \$10 for each additional 100 members.

\$

CHECK ENCLOSED

Name Organization.....

Street City State

"PAPER

is our key to
profitable
take-out and
car-hop service"



E. W. Ingram, Jr.
Vice President
White Castle System
Columbus, Ohio

The White Castle System has 90 units operating in the Midwest and the eastern half of the U.S. "Take-out and car-hop services account for the larger part of our volume. They are the two most profitable segments of our business today," says Vice President Ingram, "and can only be handled with all-paper service. Otherwise costs of more help and new equipment alone would be prohibitive."

White Castle's labor cost for car service is considerably less than that of in-store feeding. Paper is given credit for most or the lower cost and higher profit. Vice President Ingram adds, "You can't beat paper for sanitation. It can be discarded quickly and involves no dishwashing and counter-cleaning expense."

SEND 25¢ FOR FACTFUL BOOK

Sixty pages of helpful information on all phases of food service. Complete with cost studies and case histories of money-saving ideas from hundreds of restaurants and institutions. Send 25¢ in coin to:



PAPER CUP AND CONTAINER INSTITUTE, INC.
250 Park Avenue, New York 17, N. Y.

PAPER
the personal
food service

FOOD TOPICS



by Harry Fawcett

The Shore Dinner

The club member who invites his friends to a backyard barbecue (and some of these *are* good) lately has been sold by ads in magazines on the "shore dinner" or "clambake". One such outfit even comes to your city after shipping you the lobsters, clams, etc., that you could purchase readily at your own market. Ostensibly to preside as chefs, they borrow some part of the kitchen (and its equipment) from a club member or restaurant friend of the host, and there they do some of the cooking—usually the chowder.

The host also will be called upon to supply plates, knives, forks, cups, saucers, napkins, table cloths; the entrepreneurs from the East will bring along those cute little gay aprons, of course.

Night falls—a fire is provided by the host in a pit dug in his nice lawn. Of course the air transportation for these chefs, plus their extras, make these affairs cost quite a bit per person. I would never quarrel with that *if* the result was anything like the shore dinners or clam bakes of New England.

Believe me, it is not!

Under the stars, sometimes even a big moon, with the smell of a freshly manicured lawn and with some good, fast bartenders working at top speed for two hours before the "Come and get it" is sounded, the party is bound to be a success.

The food, when you get it, usually is pretty poor, steamed to death and all with the same taste.

I have no desire to "break a man's rice bowl" or "take a shingle from his roof" but any good club can stage these parties better with its own employes than your member can with those highly touted experts at his home. And if he can enjoy such events at his club, he won't spend time and money restoring his grass and shrubbery. Six months is par for restoration to normal after one clam bake.

The Clam Bake or Shore Dinner

In your club all you need in the way of extra equipment is a stock watering trough, unless you have money

to burn for a bain-marie made to order. Many farm or garden stores stock these watering troughs, and if you buy one large enough to cover two sections of ranges, it will hold enough for 200 people. Whether you use the expensive bain-marie or purchase a stock watering vessel, you will need a draw-faucet (same size as you would find on a coffee urn) sweated, or welded into a lower corner.

Buy steamer clams in the shell, allowing 12 per person. Put them in the bottom of the container together with plenty of rough celery and peeled carrots. For each person, wrap a whole small chicken (or half a three-pounder, a large peeled onion, a large partially peeled sweet potato, an ear of green corn, a whole lobster (not less than a pound) or a lobster tail, (if fresh lobster is scarce) in washed cheese-cloths tied with string. Put all these packages on top of the clams with only enough water to insure cooking. Cover the top with heavy canvas and steam slowly. Two-and-a-half to four hours usually does it.

When ready to serve, we put a ramekin filled with butter in the center of a soup plate, surround it with the clams (six to 12 each) and send it to the table with a cup of the drawn off hot broth.

Unwrap the bundles and serve the rest on large dinner plates.

For some who prefer the other type of dinner, we make a Boston clam chowder for the first course. If we do this, we still send a cup of the clam broth in with the clams and drawn butter.

When we start off the dinners with clam chowder in a plate, we sometimes vary the regular clam bake procedure and cook the chickens separately, frying them and serving them after the steamed lobster, etc. If we do this, we rearrange the vegetable service too, and this changes the clambake to a shore dinner of sorts. Large round pilot crackers (six to eight inches) are served with the first course.

Homemade bread follows, with cole slaw on lettuce or plain lettuce with oil and vinegar dressing as the salad. For dessert, we serve foods appropri-



It takes only a minute
to mix 1000 Island or
Tartare Sauce.



Try these labor-saving flavor-adding **Sexton Dressings** *Ready to serve or ready to mix*

Superb ready-to-serve dressings.



Skilfully blended of choicest ingredients, Sexton homogenized Salad Dressing is a time-and-money-saver for any volume food serving operation. It takes just a minute to combine it, in 8 to 1 proportions, with Sexton Thousand Island Mix or Tartare Sauce Mix. Not much longer to whip in Roquefort or blue cheese for a Roquefort-type dressing. Or with your own special variations, create a distinctive "chef's salad" dressing.

And for widest satisfaction, be sure to stock several Sexton ready-to-serve dress-

ings. Superb mayonnaise, non-separating French and exquisite Paris are three of the most popular.

JOHN SEXTON & CO.

Serving the volume feeding market since 1883

Sexton
Quality Foods

Duo-Dellay

with Du Pont Chemicals

the rug & upholstery
shampoo that
actually helps
protect your rugs

High concentration of
Du Pont soil-resisting
chemicals give each fibre
an invisible armor that

seals out dirt!
seals out wear!

Rugs look better,
last longer... with

Duo-Dellay

Try Duo-Dellay NOW!

DUO-DELLAY PRODUCTS

4201 Pulaski Highway, Balt. 24, Md.

- ☐ Enclose \$1 for Duo-Dellay trial sample plus 12 pg. cleaning manual.
☐ Send information on complete line

COMPANY _____

ADDRESS _____

CITY & STATE _____

ate to the season.

Watermelon is traditional, pie or cake sometimes. We even have used ice cream, although my New England ancestors decried that with sea food. Coffee, of course, is served.

Your own seafood dealer can supply the little steamer clams in shell; I get them direct from Boston at all seasons. The modern-day fish market delivers lobsters *alive* the day you want them. You can get seaweed too, if you must. We never use it, preferring salt and pepper for our seasoning.

Keep your home fires burning: This is a job you managers can do better than any outsider regardless of his selling talk to your members.

I guarantee you this. I know! I've had all three types. They are:

1. The Lynn Beach, Swampscott, Nahant, and Marblehead type. You can't beat these but you have to go there for them.
2. Last summer, I tried the second type (my second experience of this kind)—those put on by two boys from "down east"—on a friend's country place.
3. The club type. We generally serve one or more of our kind a year at the Kansas City Club. ■ ■

Changing World

(Continued from page 19)

A series of demonstrations on culinary creativity will be staged during the convention by 12 of America's outstanding Master Chefs, who will demonstrate their specialties, which range from appetizers to desserts. The final presentation, on Wednesday, will be a June bridal buffet that "promises to surpass any buffet ever seen before," the chefs boast.

Several interesting extra attractions have been scheduled during the convention. On Monday noon at the Palmer House the Institutional Food Manufacturers Association will present its 1961 Golden Plate Award to Helen L. Corbitt, presently director of restaurants for Neiman Marcus of Dallas, but at one time manager of the Houston Country Club, as food service operator of the year.

Wednesday evening the Kraft Foods Co., Chicago, has arranged for Perry Como to originate his "Perry Como's Kraft Music Hall" direct from the auditorium stage of McCormick Place from 8:00 to 9:00 p.m. Arrangements were worked out by Robert S. Lochridge, marketing manager, Kraft institutional sales division, who commented, "We are delighted that Perry, whom we at Kraft feel is one of our top salesmen, will be able to bring his entire cast and show to Chicago." The show will include Mitchell Ayres and his orchestra,

Choreographer Peter Gennaro, Announcer Frank Gallup and Mr. Como's troupe of dancers and singers.

Among the many firms interested in the club market which will display the latest developments in equipment and foods are: Angelica Uniform Co, booth 1823, John Levy; Bally Case & Cooler, Inc., 156, G. W. Prince; G. S. Blodgett Co., 1955, P. C. Grimes; Canada Dry Corp., 335, S. T. Wilson; Cleveland Range Co., 1840 AGA Section, Stephen J. Szabo, F. J. Scharon, Herbert Kruse, A. A. Bourgeois, Kenneth Landon; Conway Import Co., 1142, Joseph E. Drew; Cramore Products, 1049, Newton Wylie; Edward Don & Co., 660, Matt Fyda; Durkee Famous Foods, 666, H. L. Slaughter.

Food Warming Equipment Co., 1902, O. E. Klemm; Franklin Products Corp., 1533, S. M. Anoff; Herrick Refrigerator Co., 321, G. H. Northey; Kraft Foods Co., 1464-70, Robert S. Lochridge; Legion Utensils Co., 1341, G. F. Saegert; Minnesota Mining & Manufacturing Co., 1936, J. E. Linstroth; Molitor, Inc., 1411, F. P. Hendricks; National Biscuit Co., 1236, H. B. Gorsuch; National Cash Register Co., 447, J. L. Durst; National Turkey Federation, 1050, M. C. Ohlson; Oneida Silver-smiths, 435, Charles H. Noyes.

Libbey Glass Division, 634, M. B. Lee; Polar Ware Co., 542, Walter Vollrath, Jr.; Qualheim, Inc., 460, Harold J. Qualheim; Ralston Purina Co., 674, Fred Weber; Scotsman, 931, C. P. Crobaugh; John Sexton Co., 1539, J. J. Burke; Shane Uniform Co., 1646, Sidney A. Shane; Shelby Williams Mfg. Co., 430, S. D. Hofman; Shenango China Co., 1604, Roland Rahr; Shwayder Brothers, Inc., 517, George Rosenberg; Harlow C. Stahl Co., 761, Harlow C. Stahl; Sterling China Co., 362, Gordon A. Weese.

Sterno, Inc., 324, L. D. Sicker; J. P. Stevens & Co., 651, Thomas Davis; Sunkist Growers, 1223, E. D. McCandless; Tri-Par Mfg. Co., 749, H. Zitman; Henry Vogt Machine Co., 1414, Otto C. Alpiger; Walker China Co., 425, Herbert M. Walker, John G. Walker, Phil A. Cashman, Charles Banks, W. C. Weinhold; Wear-Ever Aluminum Co., 475-483, J. R. Scott; Wesson Oil & Snowdrift Sales Co., 1517, W. P. Martin; Allen Foods, Inc., 1006, Byron Allen; Caterer's Equipment Co., 1442, A. W. Kaufmann; Duke Manufacturing Co., 1846, R. B. Matthews, Jr. ■ ■

New Offices

William Liddell & Co., Inc., of New York and Belfast, Ireland, manufacturers of Gold Medal Brand linens, announced the change of New York offices from 51 White St. to 24 W. 40th St.

**MR. WERNER LEWIN
SPEAKS UP FOR RIPE OLIVES**

"For buffets, relish trays, big dinners,
we always include Ripe Olives.

Big ones." So volunteers
Werner Lewin, sales-catering
manager of the Fairmont Hotel
in San Francisco.

"Frankly, we've tried omitting
Ripe Olives to learn whether
guests would miss them.
I can tell you this: people don't
hesitate to ask for them."

Very special, these big dark ones.
Ripe Olives take longer to grow.
They're the *only* olives allowed to
mature naturally...on the tree,
in golden California sunshine.



No time like now for  RIPE OLIVES



Bulletin of the CLUB MANAGERS ASSOCIATION OF AMERICA

Officers:

President

JOHN T. BRENNAN, Birmingham Country Club, Birmingham, Mich.

Vice President

JOHN BENNETT, Commercial Club, San Francisco.

Secretary-Treasurer

JOHN OUTLAND, Dallas Country Club.

Executive Secretary

EDWARD LYON, 1028 Connecticut Ave., N. W., Washington 6, D. C.

Directors

RICHARD E. DALEY, Army Navy Country Club, Arlington, Va.

ROBERT DORION, Scioto Country Club, Columbus, Ohio.

CHARLES E. ERRINGTON, The Beach Club, Santa Monica, Calif.

WILLIAM J. HODGES, Paradise Valley Country Club, Scottsdale, Ariz.

FREDERIC H. HOLLISTER, Scarsdale Golf Club, Hartsdale, N. Y.

KENNETH MEISNEST, Washington Athletic Club, Seattle.

EVERETT L. WOXBURG, Evanston Golf Club, Skokie, Ill.

CLEM YOUNG, Cleveland Athletic Club.

ROBERT E. YOXALL, Country Club of Coral Gables, Fla.

Regional Directors

Joseph Brem, Oak Hill C. C., Rochester, N. Y.

Jules Cates, Rosswood C. C., Pine Bluff, Ark.

R. Alan Chesebro, Brae Burn C. C., West Newton, Mass.

Paul F. Donnelly, Country Club of York, Pa.

Horace G. Duncan, Cherry Hills C. C., Englewood, Colo.

Raymond G. Foehlich, Beaumont C. C., Tex.

Arnold L. Huber, Weber Club, Ogden, Utah.

Stuart Johns, Minneapolis Golf Club.

Erich J. Kruger, Burlingame C. C., Hillsborough, Calif.

Emil M. Lepp, Hillcrest C. C., Los Angeles.

Lynn W. Markham, Petroleum Club, Oklahoma City.

Edwin G. McKellar, Oahu C. C., Honolulu.

John Polansky, Longue Vue Club, Verona, Pa.

A. S. Price, Credit Valley C. C., Etobicoke, Ont., Canada.

Jan H. Richter, Oswego Lake C. C., Lake Oswego, Ore.

Jack J. Rosemond, Valdosta C. C., Ga.

James E. Rushin, Montgomery C. C., Ala.

Alfred Schiff, Knollwood C. C., Birmingham, Mich.

James A. Sherertz, University Club of Peoria, Ill.

Charles E. Smith, Chevy Chase Club, Md.

Philip H. Stone, Whitehall Club, New York City.

Norman W. Storey, Phoenix C. C.

J. K. Uren, University Club, Kansas City, Mo.

Benjamin F. Waskow, Brookwood C. C., Addison, Ill.

V. Graham Wright, Pendennis Club, Louisville.

Vol. XVII

May, 1961

No. 2

Dear CMAA Member:

Chapter relations as a committee title is rather intangible. It does not imply specific functions in the same sense as, for instance, membership or by-laws.

Possibly because of this lack of definition, committee work has been more or less limited to matters pertaining to organization between the chapters and the national association such as, establishment of chapter boundaries, completion of files of chapter data in the national office, and other similar projects.

It is now my feeling that the term "chapter relations" should be given more definition and the scope of activities broadened. Committee efforts should expand into areas that will be more meaningful in terms of increased activity at chapter level. Projects should be initiated that will increase interest on the part of the individual member.

Consequently I have requested the members of the committee, who as you know are all regional directors, to let me have their ideas on how to best go about accomplishing these aims. These gentlemen were selected as regional directors and members of this committee because of the active part they have taken in association affairs and their demonstrated willingness to devote whatever time is required to association work. I am, therefore, confident that the combined thinking of this select group will not only result in worthwhile projects for this year, but could very well set the pattern for long range committee activity.

An area of committee responsibility which will be given immediate attention is the annual chapter achievement award competition. You will remember that this activity was dropped for a period and then revived about two years ago. I feel this is important as it is an incentive for increased chapter activity. However, I think interest will decline unless specific ground rules are established for entry into this competition, as well as for the judging of entrants. This matter is being studied now and chapter presidents will be notified when suitable rules have been adopted.

We solicit your assistance. Feel free to contact your regional director with any thoughts you may have that would be helpful in our committee work.

CHARLES E. ERRINGTON

Chairman, Chapter Relations Committee

Exclusive
For
Members

OPEN ENROLLMENT C.M.A.A. MEMBERS LOW COST GROUP INSURANCE YOU SAVE AS MUCH AS 50%

Program #1—Sickness-Accident, Tax Free Income.
Pays up to \$400.00 Per Month Plus Hospital Benefits

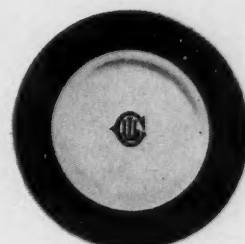
Program #2—Pays Accidental Death—\$25,000.00 up to \$100,000.00.

Request Your Portfolio Today (No Obligation)

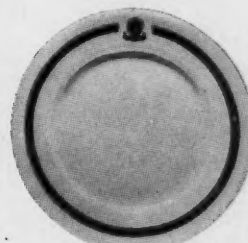
CMAA Group Insurance Administrator

Joseph K. Dennis Co., Inc.
175 West Jackson Blvd.
Chicago 4, Illinois

Name _____
Address _____
City _____ State _____
Date of Birth _____



Union League Club
Chicago



Madison Club
Madison, Wisconsin



Houston Club
Houston, Texas



City Midday Club
New York

So often, in America's finest clubs, you find Shenango China

For the distinctive touch which a custom pattern can bring to your china service, Shenango offers unexcelled facilities for duplicating your crest or insignia, or for creating designs which express the individuality of your club. The Shenango dealer in your vicinity will be glad to give you complete information. If you wish, he can also present a wide variety of handsome stock patterns for your selection.

Shenango China, Inc. 
NEW CASTLE, PENNSYLVANIA

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961

Regional Directors Appointed

CMAA regional directors have been appointed for 1961 by CMAA President John T. Brennan, Birmingham (Michigan) Country Club. Regional directors are:

Joseph Brem, Oak Hill Country Club, Rochester, New York; Jules Cates, Rosswood Country Club, Pine Bluff, Arkansas; R. Alan Chesebro, Brae Burn Country Club, West Newton, Massachusetts; Paul F. Donnelly, Country Club of York, Pennsylvania; Horace G. Duncan, Cherry Hills Country Club, Englewood, Colorado;

Raymond G. Foehlich, Beaumont (Texas) Country Club; Arnold L. Huber, Weber Club, Ogden, Utah; Staurt Johns, Minneapolis Golf Club; Erich J. Kruger, Burlingame Country Club, Hillsborough, California; Emil M. Lepp, Hillcrest Country Club, Los Angeles; Lynn W. Markham, Petroleum Club, Oklahoma City; Edwin G. McKellar, Oahu Country Club, Honolulu; John Polansky, Longue Vue Club, Verona, Pennsylvania;

A. S. Price, Credit Valley Country Club, Erindale, Ontario, Canada; Jan H. Richter, Oswego Lake Country Club, Lake Oswego, Oregon; Jack J. Rosemond, Valdosta (Georgia) Country

Club; James E. Rushin, Montgomery (Alabama) Country Club; Alfred Schiff, Knollwood Country Club, Birmingham, Michigan; James A. Sherertz, University Club of Peoria, Illinois;

Charles E. Smith, Chevy Chase, (Maryland) Club; Philip H. Stone, Whitehall Club, New York City; Norman W. Storey, Phoenix Country Club; J. K. Uren, University Club, Kansas City, Missouri; Benjamin F. Waskow, Brookwood Country Club, Addison, Illinois; and V. Graham Wright, Pendennis Club, Louisville. ■ ■

Turf Research Project Sponsored by Arizona Chapter

Arizona Chapter of CMAA has underway a research project at the University of Arizona for development of a year-round grass for tees and fairways in that area.

The chapter conceived the idea two years ago when it decided to actively seek a solution to the problem that had plagued managers for years—turf which won't stand up under the Arizona climate. Bermuda grass goes dormant

after the first frost and other strains of grass would not withstand the summer heat.

According to the report received from George E. Harrington, president of the chapter, through the efforts of the managers and their representative clubs, a \$2500 fund was presented to the Arizona Turf Conference at that time.

On October 16, 1959, Lee Burkhart

Compliment

a "Champagne Occasion"

impress your patrons

with Polar Ware's Sparkling new

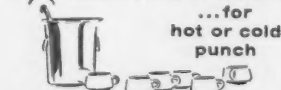
INSULATED WINE COOLER

No exterior condensation!

Match the festiveness of champagne and fine wines with this special touch of elegance your patrons will appreciate . . . Polar Ware's Insulated Cooler, in lustrous glowing stainless steel. It's beautifully decorative . . . and because it is *insulated*, there is never any "sweating" or exterior condensation. No need ever to wrap the Polar Cooler in a towel!

To these appearance and performance advantages add unmatched functionalism . . . for these versatile Coolers can also be used effectively as serving bowls. Their durability is guaranteed by the name Polar Ware. Ask the supply men who call on you for full information or write.

Versatile POLAR COOLERS . . .
handsome and handy for finest buffet service



...for
hot or cold
punch

...for holding
ice cubes,
butter chips, etc.



POLAR WARE COMPANY

*8100 LAKE SHORE ROAD, SHEBOYGAN, WIS.

Merchandise Mart - Chicago 54, Room 1455

*415 Lexington Ave. *800 S. Santa Fe Ave.

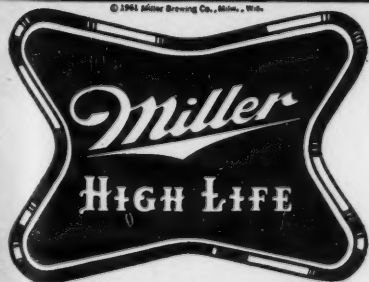
New York 17, New York Los Angeles 12, California

Offices in Other Principal Cities

*Designates office and warehouse



What makes this beer
so sparkling clear?



Brewed Only in Milwaukee . . . Of Course!

Brilliant brewing does it! Brilliant brewing of costliest ingredients by skilled craftsmen...combined with brilliant filtering...gives Miller High Life a sparkling purity that shines clear through... a clear, clean taste that dances with a happy flavor! When your customers ask for "a beer," serve them the finest... Miller High Life... clearly, the Champagne of Bottle Beer.

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961



Inspecting the turf are two members of the Arizona Chapter: Norman Storey (left), manager of the Phoenix Country Club, and George Harrington, manager of the Arizona Country Club, Phoenix.

of the university and the Arizona Turf Conference carried the ball to start the program of turf research at the Arizona Experimental Station extension.

By the end of last summer the university had some 80 strains of grass growing in various soils and under all types of weather conditions. The chapter recently presented Mr. Burkhardt with a \$2000 check to carry on the work in 1961. Six clubs participated in the original grant-in-aid fund, but now several more clubs are taking part.

The program has been enthusiastically received by persons connected with the growing of turf in the Southwest.



National Capital

Reported by Raymond J. Kyber,
Secretary

Charles E. Smith, Chevy Chase (Md.)

Club, recently was elected president of the chapter.

Other officers for the year 1961-62 will be: Nicholas J. McGowan, Sparrows Point Country Club, Baltimore, vice president; Raymond J. Kyber, Norbeck Country Club, Rockville, Md., secretary (re-elected); Harvey W. Mann, Lee, White & Co., treasurer; Loy T. Jones, L'Hirondelle Club, Ruxton, Md., assistant secretary; Herbert J. Barrett, Washington Golf and Country Club, Arlington, Va., assistant treasurer; and Jacques N. Aimi, Woodmont Country Club, Rockville, Md., advisor to the board.

Colonel Richard E. Daley, past president of CMAA and general manager of Army Navy Country Club, Arlington, Va., hosted the finest and best-attended meeting of the year March 20.

The presence of Hazel Daley brought back many happy and enjoyable memories to all attending. We were honored with the presence of Rear Adm. W. A. Schoech, the host club's chairman of the board, and his lovely wife.

On March 24th a luncheon was held at Norbeck Country Club, Rockville, Md., in honor of retiring managers, Ben Knoller, Mount Vernon Club, Baltimore, and David J. Guy, Cosmos Club, Washington, D. C.

Members of the chapter presented Mr. Knoller and Mr. Guy honorary life membership cards and gave each a set of CMAA cuff links and tie bar.

Mr. Knoller was an apprentice in Munich and in 1908 was initiated in the London Geneva Association. He came to the U. S. in 1929 and in 1933 became president of the Geneva Association. He has managed the Road Golf Club and Elkridge Country Club, Baltimore, in addition to the Mount Vernon City Club.

Mr. Guy was graduated from Whitworth College and from Massachusetts Institute of Technology. He has been a professor of mathematics at Whitworth College, has investigated the power supply of America in Washington, D. C., and worked with the U. S. Chamber of Commerce in charge of the development of natural resources for 25 years.



Ben Knoller, left, retiring manager of Mount Vernon Club, Baltimore, and David J. Guy, right, retiring manager of the Cosmos Club, Washington, D. C., receive honorary life membership cards in National Capital Chapter from Jacques N. Aimi, 1960 president of the chapter. The two retiring managers were honored at a luncheon March 24th at Norbeck Country Club, Rockville, Md., and received sets of CMAA cuff links and tie bar in addition to the life membership.



New officers of National Capital Chapter for 1961-62 are, from the left: Nicholas J. McGowan, Sparrows Point Country Club, Baltimore, vice president; Charles E. Smith, Chevy Chase (Md.) Club, president; and Raymond J. Kyber, Norbeck (Md.) Country Club, secretary (re-elected).

Evergreen

Reported by J. F. McCarthy,
Secretary

Kenneth Meisnest, immediate past president of CMAA, and John McCarthy were hosts for the February 27th meeting held at the Washington Athletic Club.

The chapter expressed appreciation to Mr. and Mrs. James E. Grant for their hospitality at the Denver conference and for arranging a tour of the city for the ladies.

Guests Ron Zirkle, Everett Golf and Country Club, and Major Todd, Fort



designed for DINING COMFORT at the WOODCREST C.C.

The 3001 Chair by Chairmasters is a key element in the gracious decor achieved at Long Island's newest country club. Chairmasters' complete service for clubs included the furnishing of chairs, tables, banquettes and bars.

Chairmasters' complete service for clubs produced sizeable time and money-savings through a coordinated purchase at one source, equipped to do the entire job.

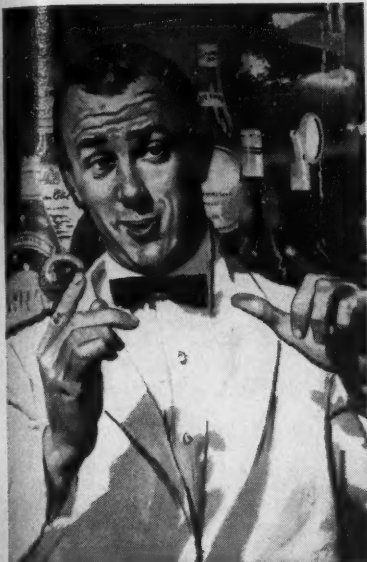
Write for details on this Complete Service for clubs and our contract catalog.

chairmasters

200 EAST 146th STREET, NEW YORK 51, N. Y. CYPRESS 2-0600



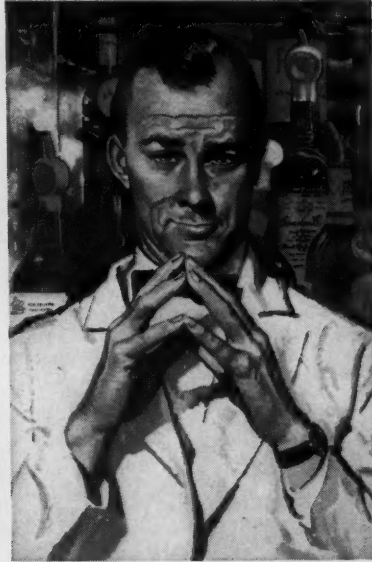
Model 3001 durable bentwood construction provides the height of comfort through design and foam rubber upholstery. Available in a variety of wood finishes and upholstery coverings.



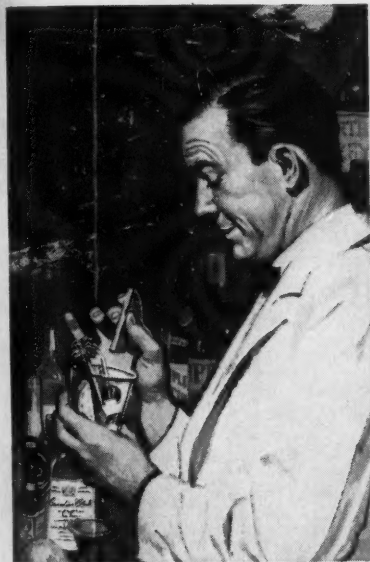
Raconteur



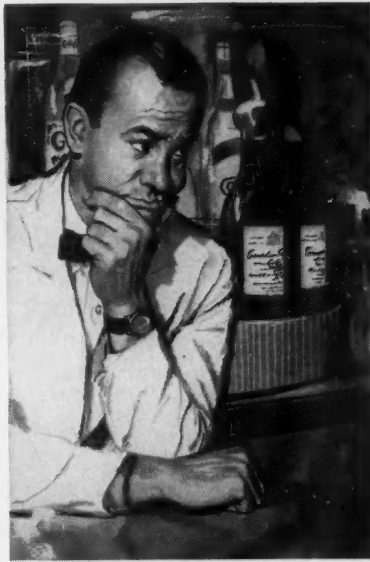
Authority



Philosopher



Innovator



Sympathizer



Friend

In the name of the many friends of Canadian Club, Hiram Walker
takes this occasion to salute the hospitable hosts
of America's many fine taverns!

CANADIAN CLUB IS 6 YEARS OLD, 90.4 PROOF • IMPORTED IN BOTTLE FROM CANADA
BY HIRAM WALKER IMPORTERS, INC., DETROIT, MICH. • BLENDED CANADIAN WHISKY

A SALUTE TO THE BARTENDER FOR NATIONAL TAVERN MONTH!

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961



Lewis Officers Club, were introduced.

The application of Peter Keymer, secretary-manager of the Vancouver Golf Club, was approved.

Floyd Buchanan, secretary of the Washington State Federation of Clubs, reported on the progress of various bills which may affect club operations.

There was a brief discussion about taxes on employees' meals, which is to be continued at the next meeting.

A general discussion regarding the tax exempt status of clubs highlighted our educational program held during the March 29 meeting at the Harbor Club, Seattle. It was decided that as additional reports and information are received all club managers will be kept informed.

Several guests were present and applications were received from Henry Goldsmith, Richmond (B. C., Canada) Country Club, and Gerald Anderson, assistant manager, Harbor Club, who were elected to membership. In addition, our ranks were swelled with the acceptance of Ronald Zirkle, Everett (Wash.) Golf and Country Club, and George Brown, Ballard Elks Club, Seattle, who transferred to our area from Oregon.

Future meetings will be held at the Overlake Country Club in May (our annual meeting), and the June golf tournament at the Inglewood Country Club.

President H. G. Goode closed the meeting with special recognition to

Manager Carl Winter and the Harbor Club for their wonderful hospitality. It afforded us a rare opportunity to view this new club, located on the 17th floor of the Norton Building. The panoramic view was impressive and everyone enjoyed the club's fine facilities.

Peninsular

*Reported by James Ford,
Secretary*

The March 13 meeting was held at the City Club of Lansing, Mich., with Mr. and Mrs. Robert Phillips as hosts.

Congratulations were extended to Al Schiff, Battle Creek (Mich.) Country Club, on his appointment as a regional director of CMAA.

The chapter voted to accept the invitation for a joint meeting with Detroit Chapter in August at Jackson. It was announced that notices for chapter meetings will accompany written minutes of the meeting each month.

A delightful cocktail hour and dinner preceded the meeting.

Toledo

*Reported by Richard R. Sandford,
President*

John T. Brennan, CMAA president and manager of Birmingham (Mich.) Country Club, was guest speaker at the spring meeting held March 12-13 in Toledo with Sylvania Country Club and Toledo Club as hosts. About 90 members and wives attended.

The meeting honored Mr. Brennan; Robert M. "Bob" Dorion, Scioto Country Club, Columbus, Ohio, CMAA director; Clem Young, Cleveland Athletic Club, CMAA director; Hans Rowe, the Athletic Club, Columbus, Ohio, regional director; L. William Wagner, Red Run Golf Club, Royal Oak, Mich., regional director; and Edward Lyon, Washington, D.C., executive secretary of CMAA.

The luncheon, which featured boneless leg of chicken Cordon Bleu, was held at Sylvania Country Club, with Chapter President Richard R. Sandford



Attending the spring meeting of Toledo Chapter held March 12-13 with the Toledo Club and Sylvania (Ohio) Country Club as hosts were, from left to right: Robert "Bob" Dorion, CMAA director and manager of Scioto Country Club, Columbus, Ohio; Floyd Rosenfelt, president of Sylvania Country Club; Clem Young, CMAA director and manager of the Cleveland Athletic Club; and H. J. Spieker, vice president of Sylvania Country Club. Among purveyors distributing luncheon favors was Owens-Illinois Glass Co.

Walker China
ONE OF THE FINEST
for over 35 years!

CARNIVAL
on the "Revere" Shape

More appeal for EVERY meal!

There's nothing that adds appetite-appeal like Walker's beautiful, colorful patterns. "Carnival" is available for prompt shipment in a combination of buff and blue-green, on the "Revere" shape, white body. It can be supplied, on special order, in your choice of several two-color combinations on either the "Revere" or "Narrim" shape. Both are ideal for saving space on tray or table. Ask your Walker dealer, or send for his name and address.

THE WALKER CHINA COMPANY
REDFORD, OHIO

Insist on AMERICAN Vitreified China for maximum beauty, cleanability, holding heat or cold, and durability.

See us at the NRA Show, Spaces 425-427

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961

Harbor
ity. It
o view
h floor
oramic
one en-

,
held at
, with
hosts.
d to Al
Country
regional

the in-
Detroit
It was
chapter
n min-
dinner

dford,
resident
Mich.)
at the
-13 in
ub and
mem-

rennan;
Coun-
CMAA
d Ath-
Rawe,
hio, re-
Vagner,
Mich.,
Lyon,
secretary

l bone-
u, was
p, with
ndford

Toledo
Toledo
Club as
t "Bob"
ager of
o; Floyd
ry Club;
nager of
H. J.
Country
luncheon

as host. Before the luncheon a special program was planned for the women by a local florist, "For Club Use—Artificial Arrangements versus Fresh Arrangements."

A reception was held in the evening at the Toledo Club with Willis Garwood, general manager, and Lester Pursell and Joseph Murdock, assistant managers, as hosts.

A Toledo attorney discussed the legal phases of club management in a morning session. Edward D. Ramage, managing director of the Hillcrest Hotel and a former club manager, extended complimentary hotel reservations.

Georgia Cracker

James R. "Jim" Taylor, Capital City Club, Atlanta, recently was elected president of the chapter. Other officers working with him in 1961 will be Jack Rosemond, Valdosta Country Club, vice president; Robert Wiggins, Country Club of Columbus, secretary (succeeding Walter Satterthwait who resigned because he was leaving the area); and W. E. Harrison, Atlanta Athletic Club, treasurer.

Directors elected were Clyde Mingledorf, Atlanta Athletic Club; Thomas Tuvim, Progressive Club; Basil Evans, Peachtree Golf Club; Harry Forsyth, Druid Hills Golf Club; George Gold, Piedmont Driving Club; James Fisher, East Lake Country Club; and H. B. Sarver, Cherokee Town and



Boarding a chartered bus to attend the quarterly meeting of Georgia Cracker Chapter, held in March at Columbus Country Club are: Yogi and Marge Yohanna, Bill and Betty Harrison, Clyde and Mary Mingledorf, Major and Kitty Bubb, George and Irma Gold, Basil and Ann Evans, Jim and Nelle Taylor, Jim and Foster Holiday, Dick Worthington, Frank Debes, Gene Ward, Gene Osburn and Andy Crocket.



Attending the largest quarterly meeting ever held by the Georgia Cracker Chapter were, from the left (seated): R. C. Jordan, president of Columbus Country Club, Mrs. Betty Vincent, Jim Taylor, Bob Wiggins, George Gold and (standing), Harry Forsyth, Bill Harrison, Jack Rosemond, Yogi Yohannan, Basil Evans, and Clyde Mingledorf, managers.

The answer is an emphatic YES . . . if you take advantage of American Express' Group Travel Plan. As the largest and most experienced travel service available, American Express can provide transportation, hotel reservations in advance of every stop, sight-seeing, side tours to special fiestas and festivals, drive-your-own-car service—everything—and low, low group-travel rates! All that's left for your group is pleasure. And group travel is the lasting variety of pleasure. Long after club members have returned

Can you
"manage"
the
perfect
vacation
for your
club
members?

(And save them money too?)



home, they'll be talking about their trouble-free vacation (and their efficient club manager). Visit, write or call American Express, or send in the coupon below. Either way, remember: *It costs no more to use American Express—Travel Headquarters to the Nation!*

American Express Travel Service
Group Travel Unit, 65 Broadway, N. Y.
Dear Sirs: Please send me free literature
on group travel.

Name _____
Company _____
Address _____
City _____ State _____

CM-5

It's much more fun with friends!

Country Club, all of Atlanta.

The largest quarterly meeting in the history of the chapter was held in March at the Columbus Country Club. Three new members were elected: Jack Floyd, the host club; Ake Grauers, Big Eddy Club, Columbus; Dick Worthington, Commerce Club, Atlanta.

There was a discussion of means of improving clubs. A social hour was held after the business session and dinner.

Illini

Reported by Betty Long, Secretary

Seventeen managers attended the

meeting held March 20 at the Illini Country Club, Springfield, with Mr. and Mrs. Richard Pierceall as hosts for cocktails and a beautiful buffet dinner.

Jim Sherertz, University Club of Peoria, has been appointed a regional director of CMAA. Mrs. Anne Phillips and Mrs. Mary Dillon were voted into membership in the chapter.

There was a round-table discussion on regular closing hours, special closing hours for parties, stags and special events at each club. An open forum is scheduled for the next meeting with Robert Brake of the Country Club of Peoria as moderator.

**What's
cooking?**

... wait'll you see!



The new 1961 SHANE CATALOG!

Forty-four pages filled with Shane's newest service stylings in men's and women's washable uniforms! A wide, wide selection of finely fashioned models—and serviceable utility wear, too. In beautiful, easy-to-care-for miracle fabrics . . . and attractive, sturdy cottons which can be easily mass-laundered. Whatever your preference—you'll find the answer in this stunning new collection. Serviceability, styling, multiple fabrics, long wear with minimum care . . . always from Shane!



Send for the new 1961
Shane Catalog TODAY!

SHANE UNIFORM CO., INC.

Factory and General Offices: 2033 W. Maryland St. • Evansville 7, Ind.

Branch Offices: NEW YORK • CHICAGO • LOS ANGELES • REPRESENTATIVES COAST TO COAST

New England

*Reported by Beatrice M. Phillips,
Secretary*

A meeting of the chapter was held February 20 at the Women's City Club, Boston, with Frank Bucci as host-manager.

E. L. Hoffman, Kernwood Country Club, was voted into membership.

Peter Berrini gave a short report on the annual seminar held at the University of Massachusetts. A letter regarding the Wages and Hour Bill was read, and it was suggested that copies of the law be obtained for members.

Harold Hueber gave out copies of a survey conducted at the Denver conference, and there was discussion afterward.

Guests at the meeting were Duke Wellington of the *World Review*, and James DeFelico, *Hotel and Restaurant News*.

A rising vote of thanks was extended to Mr. Bucci for his hospitality and to Mr. Hueber for the survey.

General problems pertaining to club management were discussed at our March 20 meeting held at the Harvard Faculty Club, Cambridge, Mass., with Charles Coulson as host.

During our general meeting, which preceded the educational discussion, President Wallace announced that he has been appointed to the CMAA by-laws committee and requested suggestions from our members; we were reminded of the Monday, April 17, dinner dance; the membership voted to again contribute \$35 towards the Culinary Exhibition prize to be given at the New England Hotel and Restaurant Show in April; and a committee was appointed to investigate the possibility of establishing a chapter scholarship fund.

Guests for the evening were Mr. and Mrs. Robert DeForrest, manager, Penobscot Valley Country Club, Bangor, Maine.

City of New York

Reported by Phil Stone, Secretary

The March 14th meeting was held at the Whitehall Club with the following guests present: Don Robertson, CLUB MANAGEMENT; Joe Fahey, Fifth Avenue Club; Ralph Niles, Lone Star Club of N.Y.C.; Roger Hilton, Seven Arts Club; Jerome Gilmartin, Brook Club; and Camille Jaget, formerly of the Fort Worth Club.

F. N. Sabatini, First National City Bank Executive Club, was elected to membership.

Congratulations were extended to Philip H. Stone on his recent appointment as regional director of CMAA.

Vic Homberg gave an interesting report of the Denver conference.

A letter was read from DeBragga and Spittler, Inc., with information about the annual DeBands Award, given each year to the person who has done the

most during the preceding year for the development of education of American youths in the culinary art or profession. There was a round-table discussion.

O-K Chapter

Reported by Lynn W. Markham,
Secretary

On March 13 President Earl Kauffman, Tulsa Country Club, called a meeting of the chapter's board of directors, which was held at the Tulsa Club. Two changes of by-laws were voted: a chapter member absent from the annual meeting may vote for three nominees and mail his ballot to the chapter secretary who will turn it over to the election judges for counting; and the offices of secretary and treasurer were defined as being separate and individual offices and not combined in one person.

The annual meeting was held on April 23-24 in Tulsa at the Tulsa Petroleum Club the Tulsa Club and the Elks Country Club, and the results of our election will be announced in the next issue of CLUB MANAGEMENT.

Pelican State

Reported by A. J. Bubben,
Secretary-Treasurer

Our March 5-6 meeting in New Orleans was well attended with 50 per cent of our members present. Special thanks are due the New Orleans managers who made our trip so enjoyable.

During the business meeting the treasurer's report indicated our chapter is in excellent financial condition. Special acknowledgement was given Jay Molony, Valencia, Inc., New Orleans, for the fine job he did in developing advertisers for our page in the March issue of CLUB MANAGEMENT.

We were happy to welcome as new members Frank Macioge, Oakbourne Country Club, Lafayette, La., and E. D. Henderson, Crowley (La.) Country Club.

Our next meeting will be held in Shreveport, La., in August as guests of E. J. Ingouf and the Shreveport Country Club.

Connecticut

Reported by Grant M. Ruse,
Secretary

John B. Crosson, partner in the George B. Fisher Co. and vice president of the Connecticut Association of Insurance Agents, gave a speech on "Insurance Claims Your Club Should Never Face" at the February 20th meeting held at Shuttle Meadow Club, New Britain, Conn., with Thomas Harvey as host-manager.

Mr. Crosson spoke in detail about Connecticut Dram Act insurance, public liability, personal injury and business interruption insurance. He stressed that all insurance should be reviewed yearly to be certain of sufficient cover-

age. Theodore Vignaux gave a brief resume of the Denver conference, and James Diamond reported on the seminar scheduled in place of the March meeting.

Ernest Figlar led a discussion on current wage scales for waiters.

The next meetings will be scheduled as follows: May, Avon (Conn.) Country Club; June, ShoreHaven Country Club, East Norwalk, Conn.; and July, Madison Beach Club, Madison, Conn.

Metropolitan

Reported by John A. McCabe,
Secretary

A special welcome was given to "old-

timers" present: honorary members Fred Miller and Henry Boury, both of who are retired, and to B. J. Holmes, Nantucket Yacht Club, at the meeting held March 13 at Pelham (N. Y.) Country Club.

There was an open discussion of the Denver conference including a special compliment to Eric Scott and Al Owen on the round-table discussion on luncheon clubs which they conducted.

In the educational part of the meeting there was discussion of switchboard-telephone operation in the clubs and of compensation and liability insurance, fees and conditions for hiring tennis pros.

The chapter thanked Host-Manager Robert Schmid for his gracious hospi-

A DOUBLE VALUE!



Model 492

Rastetter Chairs that Fold

What is a bargain? We would define it as, "The receipt of more goods and services than expected for money spent." That is why the purchase of Rastetter Chairs that Fold gives you double value in beauty and SOLID KUMFORT.

The Rastetter Chair is equally at home in your place of business or living room. You have a choice of 22 different models in a variety of styles, finishes and luxurious fabrics. The easy portability makes Rastetter Chairs adaptable for any seating need; and they fold flat, stack flat and store in a minimum amount of space.

Investigate the use of Rastetter Chairs that Fold. Just fill out and mail the coupon today.

LOUIS RASTETTER & SONS CO., 1320 WALL STREET, FORT WAYNE, INDIANA

NAME _____ TITLE _____
BUSINESS NAME _____
ADDRESS _____
CITY _____ STATE _____



Do you wish: ☐ Free portfolio illustrating all models
☐ Consultation and demonstration

tality and the outstanding hors d'oeuvres, music and dinner.

San Diego

Reported by Hal B. Serkovich,
Secretary

Frank Cahill was host for an excellent cocktail hour and dinner at the meeting held March 1 at LaJolla Country Club.

Attention was called to the bill before the Ways and Means Committee in the House of Representatives to reduce excise taxes on initiation fees and dues to ten per cent.

The meeting was adjourned after an interesting round-table discussion.

Central Pennsylvania

Reported by Conrad Medina,
Secretary

Paul F. Donnelly, Country Club of York, was elected president of the chapter at the March 6th meeting held at the Hamilton Club, Lancaster.

Other officers elected were Conrad Medina, Westmoreland Club, Wilkes-Barre, vice president, and A. W. Fahey, Outdoor Country Club, York, secretary-treasurer. Directors for a two-year term will be: Robert F. MacDermid, Berkshire Country Club, Reading; and Mark Stanley, Jr.

Thomas F. Chiffriller, Jr., outgoing president, was presented with an en-

graved silver bowl in recognition of his services the past year.

The meeting, attended by 67 per cent of the members, was preceded by a social hour and excellent dinner, attended by Daniel Rhoad, president of the host club.

Chicago

Reported by G. V. Marlatt,
Chairman, Educational Committee

Victor Sampson, Illinois Division of Unemployment Compensation, gave the guest speech on "Factors Affecting the Employer's Contribution Rate" at the educational program held March 15th at McCormick Place. He was assisted by Harold Huber, supervisor of benefits, who spoke on "The Payment of Unemployment Benefits."

In attendance were 28 persons including bookkeepers, accountants and office managers.

Guests were John McAllister, Oklahoma State University, with one of his students from the hotel administration course, and Mr. and Mrs. Raymond Oliver of Paris. Mr. Oliver, who is the owner and sometime chef of the Le Vefoure Restaurant, France, answered questions from the floor.

Detroit

Reported by Charles E. Haynes

A well-attended business meeting was held at William Velton's Recess Club on the evening of March 28. Ray White, educational committee chairman, planned a good program headed by Lawrence W. Pugh, national brands manager of Bols Distilling Co., who presented an excellent talk and demonstration on "Knowing and Promoting Liqueurs." Highlight of his talk was a demonstration of special equipment used in making pousse-caffes. Bill Venton arranged a delightful dinner.

Trumping the Clubs

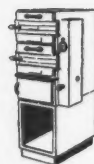
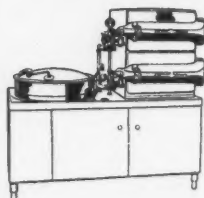
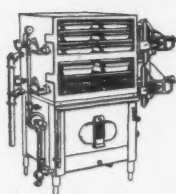
(Continued from page 42)

Seminar March 27, according to a report from Manager Jerry Marlatt.

There were 19 managers, 12 hostesses, four manager's wives and 93 waitresses who attended. Clubs from Michigan, Indiana and Illinois were represented.

The program included an introductory talk by Manager Marlatt, an outline of how a member differs from a customer, how to get along with the boss, dealing with department heads, a discussion of training on the job versus experienced waitresses, explanation of the dignity of waitress work and a discussion of a waitress manual. There was a slide film showing of "Manager's Pet Peeves" and "Types of Affairs," "Daily Double" (Wine Advisory Board)

STEAM-CHEF PREFERRED



**in Award-Winning Kitchens
for 15 Consecutive Years!**

("INSTITUTIONS" MAGAZINE FOOD SERVICE CONTEST)

Again in 1961, more award-winning kitchens with steamers are equipped with "Steam-Chef" and "Steamcraft" Steam Cookers than all other brands. For 15 consecutive years, every year since this contest started in 1946, Cleveland Steamers have outnumbered the field — and still do!

The many benefits of steam cooking are becoming more widely appreciated each year.

Kitchens everywhere, small as well as large — in schools, hospitals, restaurants, hotels, factories, clubs, colleges and universities—depend on steam cooking. Millions of people enjoy steam cooked food every day.

And, when it comes to steam cooking, most operators come to headquarters. Cleveland specializes in designing and manufacturing commercial steam cookers — and ONLY steam cooking equipment. That is one important reason — among many — why leading architects, consultants and kitchen designers specify Cleveland Steamers.

If you don't have a steamer, why not find out how to cut your labor costs and improve your product. Send for your free copy of the 1961 edition, "For Better Steaming". No charge or obligation.

STEAM-CHEF
Steamcraft
STEAMliner
STEAM-THRIFT

THE CLEVELAND RANGE CO.

"Headquarters for Steam-Cookers"

971 EAST 63 STREET • CLEVELAND 3, OHIO

SEE US AT THE SHOW, AGA SECTION, BOOTH 1840

and "Company's Coming" (National Restaurant Association.)

There were talks by Jack Salkin of Angelica Uniform Co. and James Alacozino of Christian Bros. Wine Co. Manuals, "Essentials of Good Table Service" from Cornell University, were provided.

Two Flossmoor waitresses and the hostess demonstrated the correct serving of a dinner, with Mrs. Everett Woxberg, Evanston Golf Club, Skokie, Ill.; Mrs. Ben Waskow, Brookwood Country Club, Addison, Ill.; Eric Johnson, LaGrange (Ill.) Country Club; and Axel Grove, Lake Shore Country Club, Glencoe, Ill., playing the role of members. Dinner included a birthday cake in celebration of Eric Johnson's birthday.

★ ★ ★

Chester D. Walters, 53, manager of Blue Mound Country Club, Wauwatosa, Wisc., since February, 1960, died on March 12 at Deaconess Hospital, Milwaukee, of cancer. He had been hospitalized since November.

Mr. Walters prior to being named manager had been chef at Blue Mound for 13 years. He had been a ham radio operator for more than 30 years and held many outstanding operator awards from the American Radio League.

Guy Erbschloe, Harlingen, Tex., died recently as a result of an automobile



Guy Erbschloe

accident November 27, in which he suffered a broken hip and lacerations on his body. He had been in the hospital since that time. Mr. Erbschloe, a long-time club manager, was a member of CMAA and of Texas Lone Star Chapter.

He is survived by his wife, Elizabeth Mae, who also was in the automobile accident, but was out of the hospital within a few days.

★ ★ ★

Harmon Hagenbuckle has been appointed manager of the Orienta Beach Club, Mamaroneck, N.Y., succeeding Charles F. A. Frey who retired. The most recent position held by Mr. Hagenbuckle was that of manager of the Rock Sound Club, Bahamas. His experience also included the Essex Falls (N.C.) Country Club and the Country Club of Pinehurst, N.C.

Joseph C. Brem, formerly manager of the Niagara Falls (N.Y.) Country Club, became manager of the Oak Hill Country Club, Rochester, N.Y., on April 1.

Mr. Brem was at Niagara Falls for five years and before that was manager of the Brook-Lea Country Club, Rochester, for four years. He has attended the school of hotel administration at Cornell University and is past president of the New York State Chapter of CMAA as well as currently serving as a CMAA regional director.

★ ★ ★

William Martini, formerly manager of the Elks Club of Menasha, Wisc., has been named manager of the newly constructed Elks Club of Green Bay, Wisc.

★ ★ ★

William K. Edwards has been appointed manager of the Boulder (Colo.) Country Club, succeeding Robert Aurand, who has returned to the restaurant field.

Mr. Edwards, although only 32, has had 12 years of experience in country club and restaurant business. From 1951 to 1957 he was assistant manager of Lakewood Country Club, Denver,



Club members travel-minded?

here's HOW TO PLAN GROUP TOURS

ASK Mr. FOSTER FIRST: Group travel is carefree, it's fun, and it means amazing savings. Ask Mr. Foster Travel Service is at your command with wonderful group tours of the Caribbean, Europe, Hawaii, and even simple out-of-town visits.

We handle all the details—transportation, lodgings, itineraries, extra services you may want, and then we pass the savings on to you. About all you'll have to do is pack your bags and stand ready for pleasure. Just **Ask Mr. Foster first!** Let us be your club travel agent.

WHERE'LL IT BE? CLIP HERE AND MAIL TODAY

ASK Mr. FOSTER Travel Service

STANLEY EISMAN
510 West Sixth Street
Los Angeles 14, Calif.

A. P. VILLAIN
200 South Michigan Ave.
Chicago 4, Ill.

THOMAS C. ORR
30 Rockefeller Plaza
New York 20, N.Y.

Send me further information and suggested itineraries on your Club Travel Plan.

Name Title

Club Name

Address City Zone. . . State. . .



PLAZA
7-3200

Baking—a great art. **DUVERNOY** recognizes it as such and the **DUVERNOY** tradition is always the finest. Freshly baked each day, and delivered daily, including Saturdays, Sundays and holidays, within an area of 8,000 square miles of Manhattan. One phone call and we'll deliver to your door.

BREADS . . . ROLLS UNLIMITED . . . CAKES . . .
PIES . . . PASTRIES . . . DANISH PASTRY . . .
"SKOAL" (rye crisp bread) . . . CRULLERS AND
DOUGHNUTS . . . DEVONSHIRE MELBA TOAST . . .
SPECIAL OCCASION CAKES . . . ENGLISH MUFFINS
BROWN 'N SERVE PRODUCTS

"Consistently Superior!" for over 42 years

DUVERNOY
BAKERIES

633 West 44th St., N. Y. 36, N. Y., Plaza 7-3200

resigning to become catering manager of the Plains Hotel, Cheyenne. For the past year he was with the Tiffin Inn, Denver.

★ ★ ★

Westbrooke Country Club, Southwest Miami, has announced the appointment of Mort Leve as manager.

★ ★ ★

New managers of the Warrensburg (Mo.) Country Club are Mr. and Mrs. C. O. Powles.

★ ★ ★

Haskell Blaisdell, former manager of the St. Clair Country Club, Pittsburgh, has been appointed manager of the Battle Creek (Mich.) Country Club. He succeeds Alfred Schiff, who has been appointed manager of the Knollwood Country Club, Detroit.

★ ★ ★

Joseph C. Duran is now at the Bellevue Country Club, Atchison, Kans., where he is in charge of the clubhouse and food facilities. Formerly he lived in Kansas City, Mo., where he has had experience at the Kansas City Club.

★ ★ ★

Saginaw (Mich.) Country Club has announced the appointment of Matthew J. Morgan as manager, he has already assumed his new duties.

Mr. Morgan was born in England and at the age of 18 started in the food business as an employee of Britain's Cunard Steamship Lines. He left the employe of the Queen Elizabeth to accept management of the Fox and Hounds Inn, Bloomfield Hills, Mich., where he had been employed the past few years.

Mr. Morgan, his wife and their three children will live at the club.

★ ★ ★

Walter D. Hassinger, who this past winter has been manager of the Shady Oaks Duck Club, Shreveport, La., writes that for the summer he will manage the Caravan Motel in White Plains, Md.

Located just 20 miles from Washington, D. C., the motel features complete facilities including both an indoor and outdoor pool, and Mr. Hassinger promises special consideration to all weary club managers who pass his way.

★ ★ ★

Bob Huffman, formerly assistant manager at Colonial Country Club, Fort Worth, has been named manager of the Temple (Tex.) Country Club.

The club, at the same time, announced that it had retained Fred Cress, manager of the Ridgewood Country Club, Waco, Tex., as a consultant.

★ ★ ★

A. Hugo Citti, 53, former club manager, died unexpectedly at his home in Lakewood, Colo., on February 3.

Mr. Citti had managed the Green Gables Country Club, Town Club and the Satire Room, all in Denver; the Garden of the Gods Club in Colorado Springs; the Tennis Club in Palm Springs, Calif; and various clubs in the Chicago and New York areas.

He is survived by his wife, Frances; three sons, Ross, Tony and Jerry; his mother, Mrs. Annunciatta Citti; a brother, Fausto; and a sister, Perle Citti.

★ ★ ★

Scioto Country Club, Columbus, Ohio, celebrates its golden year in 1961 and has published a very handsome golden book in recognition of the event. Robert M. Dorion, the club's manager and a CMAA director, is editor of the 152-page publication.

A grey, white and gold cover was used on the book which contains a history of the club, illustrated articles on the club sporting events, parties and other social events, candid camera highlights, a business and professional directory of members, listing of new members, 1961 roster, club rules, photos and story of Jack Nicklaus (world amateur golf champ in 1960 and a member of the club), and commentaries by editorial staff members of the Columbus Dispatch.

★ ★ ★

Harry V. O'Hagan, Jackson, Miss., whose death was briefly reported in the April issue of CLUB MANAGEMENT, died February 11 of a heart attack. He had been retired from the club field for about three years.

Mr. O'Hagan came to the United States from Belfast, Ireland, at the age of 16. As a boy he helped around his father's hotel in Belfast. The manager of the Waldorf-Astoria Hotel, New York, on a yearly trip to Ireland to purchase linen, asked Mr. O'Hagan to come to the U.S. to learn the hotel business, which he did, spending several years at the Waldorf. He was given a gold watch when he left.

For five years Mr. O'Hagan was catering and assistant manager of Grove Park Inn, Asheville, N. C. He later opened the Sunset Ridge Country Club, Winnetka, Ill., was general manager of Tam O'Shanter Country Club, Niles,

Ill.; the Highland Golf and Country Club, Indianapolis; Evansville (Ind.) Country Club; Dallas Country Club; Dallas Athletic Club; and was general manager of Westview Country Club, Miami, when he became ill.

He resigned to return to Dallas, where he became manager of The Texas Club, but in 1958 had to leave the club field because of ill health.

Mr. O'Hagan is survived by his wife, Doris.

★ ★ ★

Matthew J. Morgan became manager of the Saginaw (Mich.) Country Club March 1. Mr. Morgan has been manager of Fox and Hounds Inn, Bloomfield Hills, Mich., and catering manager of the Morton House, Grand Rapids, Mich.

★ ★ ★

Maxwell V. Dolan, 55, Chicago, superintendent of the dining cars for Rock Island Railroad Lines, died recently according to a report received from the offices of CMAA.

Mr. Dolan was born April 21, 1906. He at one time was associated with the Parkersburg Country Club, W. Va., and in 1953 assumed the position he was holding at the time of his death. He became an associate member of CMAA in 1949.

The Cloud Club, Phoenix, where W. A. "Bill" Buescher, Jr., recently became manager, has started publication of a clever monthly newssheet called "Sky Lines".

The newssheet gives a calendar of events for the month, a listing of new members, reminders of rules and hours at the club and a recipe of the month. "Sky Lines" is illustrated with small line drawings.

★ ★ ★

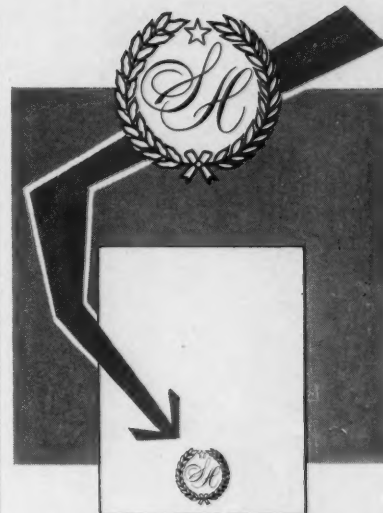
John E. Schult accepted the position of manager of the Brooklyn (N. Y.) Club February 6. Mr. Schult formerly was at the Seawane Harbor Golf Club, Hewlett, L. I., N. Y., and has had wide experience in the club field.

★ ★ ★

Druid Hills Golf Club, Atlanta, was again the scene of the 17th annual Dogwood Invitational Tournament, held April 18-22. The tourney is recognized as one of the more outstanding amateur golf tourneys in the Southeast.

★ ★ ★

The Ridgewood Country Club, Danbury, Conn., where James Diamond is manager, was leveled by fire on February 10. No one was hurt, but the



SHAMROCK-HILTON

sells

"QUALITY IMAGE"

with its own

WATERMARK

Houston's Shamrock-Hilton Hotel, a traveler's "landmark," is known throughout the world for its quality of service and for the gracious welcome it extends to guests.

Wise in the ways of creating the right impression, the management of the Shamrock-Hilton realizes that a personal watermark gives "completeness" to its quality image and adds the subtle prestige that only a watermark can give to a reputation.

You, too, can have your own personal watermark for as little as \$20 (for the original design) over the cost of any other paper of the same quality. Minimum quantities? As little as six months' to a year's supply . . . and you can use any grades of fine writing paper you wish.

Why not investigate how a personal watermark can add prestige to your organization, for practically the same cost as you are now paying. Do it today.

FREE: Write on your letterhead for a copy of "Your Watermark," and if you want us to send a copy to your printer as well, give us his name and address.

Customark corporation

APPLETON, WISCONSIN

GIN NEWS

IN LONDON retail price of Booth's High & Dry Gin is 35 shillings, 6 pence—about \$5.01 at current rate of exchange. That's for 4/5 quart, 80 proof.

IN NEW YORK retail price for 4/5 quart, 90 proof, is \$4.32. Prices elsewhere in U.S.A. higher or lower depending on local taxes. Clubs of course get club prices everywhere.



It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England.

DISTILLED LONDON DRY GIN. 90 PROOF. 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN.
W.A. TAYLOR & COMPANY, NEW YORK, N. Y. SOLE DISTRIBUTORS FOR THE U.S. A.



St. Francis
Yacht Club

Chevy Chase
Club

Custom Designed Club Ties *by Harvale*

We invite you to join the fast-growing roster of Clubs that have adopted Harvale Club Ties.

These are ties of superior quality in excellent taste that members are proud to wear as distinctive symbols of Club affiliation.

All Harvale Club Ties are made exclusively of pure dye silk woven in the United States, and they are hand-slipstitched by skilled American craftsmen.

We will be glad to send you complete information regarding a tie for your Club. If possible, please include a copy of your emblem or insignia and your colors.

G. S. HARVALE & CO.
100 FIFTH AVENUE, NEW YORK 11
Please send complete information on
your American-made Club Ties.

Name _____

Address _____

City _____ Zone _____ State _____

No. of members _____

clubhouse was reported to be a complete loss. Plans are to start construction of a new colonial clubhouse in early spring.

★ ★ ★

Nicolai Petersen, 57, manager of Pine Brook Country Club, Winston-Salem, N. C., died January 31, after a serious illness of a month.

Mr. Petersen, who was born in Hamburg, Germany, served an apprenticeship in Copenhagen and worked as a steward for the Scandinavian-American Steamship Line before coming to the U.S. He has managed clubs in Spartanburg, S.C.; and Rocky Mount, Durham, and Hickory, N. C.

Mr. Petersen is survived by his wife, Juanita; a stepdaughter; and a brother.

★ ★ ★

Judson W. Bunnell has been appointed general manager of the Scottsdale Country Club, Phoenix.

Mr. Bunnell, a graduate of Bucknell University, began his career in the club and hotel field in 1955 at Lake Mohonk Mountain House, Mohonk Lake, N. Y. He also has been assistant manager of Camelback Inn, Phoenix.

Adds Wine Menu

(Continued from page 26)

contains explanatory material concerning wines and suggestions of companion wines for particular foods:

THE DRINKING OF WINE

While certain "alliances" of food and wine are often listed, do not hesitate to follow your own preference. If you wish a white wine with your red meat, and a Claret or Beaujolais with your

fowl, you should order it.

The wines carried on the club's list generally would be classified as to sweet or dry.

White and Rose wines nearly always are served chilled, and reds at room or cellar temperature. Heavier, sweet wines are best with sweet desserts.

The following is a broad overlapping classification of the so-called "alliances."

Soup—A dry Sherry
Oysters or fish—Chablis, White Chardonnay
Fish or fowl—Graves, White Burgundies, White California
Fowl, cold meats—Moselle, Rhine, White Burgundy, White California, Beaujolais, Clarets
Lamb, veal—Claret, Beaujolais, Moselle, White Burgundy, White California
Wild game—Burgundy
All red meats—Burgundy, Claret
All meats—Rose, Dry
All food—Champagne
Pastries, sweet dessert—Cream Sherries, Red Port, Chateau d'Yquem
Biscuits and cheese—Claret, Burgundy, Port or Cream Sherry

Our wine listing follows:

REDS, BORDEAUX-CLARETS

Bin	Imported	Bottle	Half Bottle
1	*Chateau Latour 53	4.00	
2	*Chateau Lafite 54	3.00	
16	*Chateau Margaux 54	3.00	
57	*Chateau Haut Brion 54	3.00	
58	Chateau Mouton Rothschild 54	3.00	
3	St. Julien 55, Cruse et Fils, Freres	2.50	
4-5	Prince Noir—Barton & Guestier	1.60	1.00

REDS, BURGUNDY

6	Richebourg 53, Bouchard Pere & Fils	4.25	
14	Grands Echezeaux 55, Estate bottled Joseph Drouhin	4.00	
19	Volvay Cuvee Blondeau 53, Grands Vins Hospices de Beaune	3.75	

CLUB MANAGER

Thorough knowledge of and practical experience in all aspects of catering, management and handling of staff. In first class hotels and clubs for 12 years. European trained. Graduate of 2 hotel schools—German and American. Age 33. Married. Good appearance and personality. Alert and imaginative. Desire management of a club where high class service and cuisine are expected. Location immaterial. Excellent references available. ADDRESS: Box 84-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

MANAGER AVAILABLE

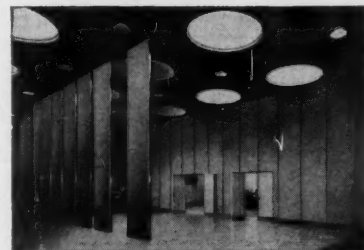
Club manager, 49 years of age, married. Proven record of over 20 years in successful restaurant, hotel and club operations. Desires position as manager with aggressive club in the \$10,000 to \$12,000 bracket. Available immediately. Can furnish references. ADDRESS: Box 80-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

CLUB MANAGER AVAILABLE:

who has been successful in club management operations. Presently employed with national food chain. Heavy background in food, beverage and administration.

Excellent health, good appearance, and personable.
ADDRESS: Box 81-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

Before you buy any
area dividers...



• R-W Movable Walls in the Olympic Hotel, Seattle, Washington



• R-W Folding Partitions in the BarracloUGH Restaurant, Los Angeles, California

it will pay you to consider

R-W FOLDING PARTITIONS!

Room flexibility for your dining and meeting areas is a must... however, successful division of space alone is not enough. Sound interference between areas must be controlled... this is best accomplished with top-quality R-W Folding Partitions or Movable Walls. Many installations of low-cost space dividers have been later replaced because of inadequate sound retarding qualities—it would have been more economical to buy the best first. A few more dollars invested initially in R-W Folding Partitions will not only assure a successful answer to your problem of dividing space and sound but will also save you hundreds of dollars in years to come through reduced maintenance, decorating and repair costs. Available in a type and size to meet your exact requirements.



GET THE FACTS
REQUEST CATALOG
No. 601

Richards-Wilcox

MANUFACTURING COMPANY
"FOLDING PARTITION DIVISION"
513 W. THIRD STREET • AURORA, ILL.

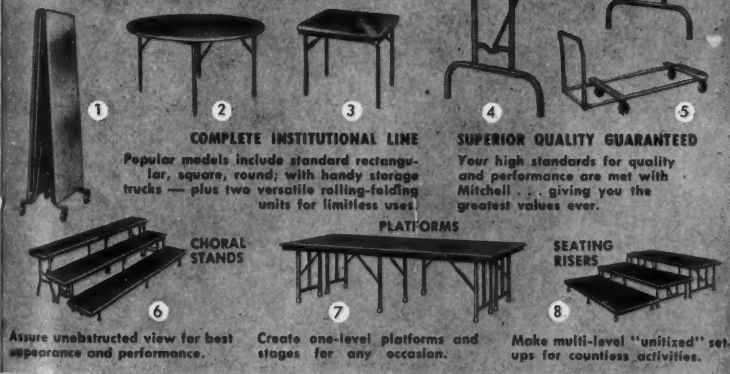
18	Corton Bressandes 55, Estate bottled Prince de Merode	3.75	21-22	Rose, Charles Krug	1.15 .70
10	Beaune Cent Vignes 55, Estate bottled Joseph Drouhin	3.00		• Premiers Crus, the greatest vine- yards of the Medoc. Please order by bin number	
7-8	Beaujolais Superior 55, Barton & Guestier	2.25 1.25	57	Chateau d'Yquem, 53	4.00
9	Prince Rouge— Barton & Guestier	1.85 1.10	25	Sauterne 55, Bouchard Pere et Fils	2.10 1.20
12	Beaujolais 57, Liger- Belair et Fils	1.50		Graves, 55, Cruse et Fils Freres	2.00
	REDS, OTHERS		27-28	Chateau L'Epinay 55 (Graves)	1.85
20	Lancers Crackling Rose (Portugal)	3.10		Prince Blanc, Barton Guestier	1.65 1.00
11	Chateauneuf-de- pape 53 (Rhône) Cruse et Fils, Freres	2.40		WHITE BURGUNDY	
13	Tavel Rose 55-57, Paul Jaboulet Aine, Sichel et Fils, Freres	1.60 1.25	26	Chassagne-Mon- trachet (Morgeot) 57, Estate bottled, Marquis de Laguiche	3.75
15	Rose 55, Cruse et Fils, Freres	1.60	29	Chablis ler Cru 55, Barton Guestier	3.25
	REDS, DOMESTICS		31	Pouilly-Fuisse 55, Cruse et Fils Freres	2.20
17-41	Cabernet Sauvignon (Claret)—Charles Krug	1.25 .75	30	Pouilly-Fuisse 57, Estate bottled, Joseph Drouhin	2.00
37-38	Pinot Noir (Bur- gundy)—Charles Krug	1.25 .75	33	Prince d'Argent, Barton Guestier	1.65 1.00
23-24	Pinot Noir— Louis Martini	1.25 .75		WHITE, GERMAN	
			34	Neirsteiner	

discover how **Mitchell** solve your

FOLD-O-LEG
tables

SPACE NEEDS...

Easier • Faster • Better



COMPLETE INSTITUTIONAL LINE

Popular models include standard rectangular, square, round, with handy storage trucks — plus two versatile rolling-folding units for limitless uses.

SUPERIOR QUALITY GUARANTEED

Your high standards for quality and performance are met with Mitchell... giving you the greatest values ever.

CHORAL STANDS

PLATFORMS

SEATING RISERS

Assure unobstructed view for best appearance and performance.

Create one-level platforms and stages for any occasion.

Make multi-level "unitized" set-ups for countless activities.

Today's most progressive clubs are modernizing with Mitchell... for increased operational efficiency, more attractive appearance, trouble-free service, and long-range economy. To serve and please your members and guests, to keep your club ahead in every way — invest in the best — buy Mitchell!

Write for descriptive literature by product number

MITCHELL MANUFACTURING COMPANY

2742 S. 34th St. • Milwaukee 46, Wis.

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961

CLUBS ARE FOR MORE THAN! GOLF!



Even the most avid golfers look to your club for more than a well kept course. So why not welcome them to your dining room, too? Set their tables with paper appointments that give your club's own warm, personal welcome. After all, a club's dining room or bar is as special as its golf course, and menus, place mats and napkins should be special, too. Our skilled artists will be glad to show you water color layouts, illustrating your own suggested custom design. For 40 years they've been designing paper table appointments for the best clubs in the country. Get in touch with us right away. (Don't forget, we also offer a wide selection of unique—and inexpensive—club-quality stock items, too)

Aatell and Jones, Inc.

3360 Frankford Avenue, Philadelphia 34, Pa.

Representatives in all principal cities.

"3 Dry Martinis and a Scotch and Soda"

This order was served in 16 seconds . . . and the Martinis were perfect!

3 3½ oz. fresh-pour Martinis or Manhattans in 16 seconds!

Every cocktail always uniformly perfect . . . always the same size—formulated to your favorite recipe.

Perfect Martinis and Manhattans automatically made while the bartender mixes whiskey sours, Scotch and sodas, highballs, etc.

At last . . . an automatic Martini or Manhattan cocktail mixer that makes cocktails with a combined speed and perfection often hoped for but never before achieved!

The AutoBar® Cocktailmatic® is a

dream come true for popular cocktail lounges noted for their excellent drinks. Now, during your rush cocktail periods, you can serve more cocktails than you ever thought possible . . . and every one perfectly formulated to please the most discriminating connoisseur!

No bar can afford to be without the new Cocktailmatic. A demonstration will prove it to you. Write today for complete details and a demonstration.

AUTO BAR® SYSTEMS

Division of American Machine and Metals, Inc.
118 Clymer Avenue, Sellersville, Pa.



	Oscarwein 57	
	(Rhine)	2.00
35	Graacher Himmelreich 55 (Moselle)	2.60

WHITE, DOMESTIC

	California	
36	Pinot Chardonnay (Burgundy)—Charles Krug	1.35
39	Johannisberger Riesling (German Type)—Charles Krug	1.25
40-44	Chenin Blanc (Loire)—Charles Krug	1.25
42-46	Traminer (Alsatian)—Charles Krug	1.25
43-47	Chablis (Burgundy) Charles Krug	1.15

SPARKLING WINES

45	Mumms Cordon Rouge	6.00
48	Mumms Extra Dry	4.50
49-50	Taylors Brut (New York State)	3.00
53-54	Korbel Brut (California)	3.00
52	Paul Masson Extra Dry (California)	3.00
	Pink Champagne	
51	Paul Masson Extra Dry (California Rose)	3.25
	Sparkling Burgundy	
55-56	Taylors (New York State)	2.75

SHERRY

Imported	Per Glass
Harveys Dry	.45
Harveys Milk	.55
Harveys Cream	.55
California	Per Glass
Paul Masson, Pale Dry	.25
Paul Masson, Rare Dry	.35
Paul Masson, Rare Cream	.35

PORT

Sandeman's	.35
Taylors	.35

SPECIAL DESSERT

Chateau d'Yquem	.50
-----------------	-----

Glassware Exhibit

The new slogan, "Glass is Good Business," for Glassware Institute of America, New York City, will be used as the theme of the institute's exhibit at the National Restaurant Show to be held May 22-25 at Exposition Center, Chicago.

The institute represents eight American manufacturers of machine-made glassware and will exhibit for the first time at the show.

Matchbook and Recipe Cards

A jumbo matchbook imprinted with "These matches to be used only for lighting Cherries Jubilee" and a set of



formula cards for ways to serve canned sweet cherries are available free from Dept. CM, the Cherry Growers & Industries Foundation, 622 W. Yakima Ave., Yakima, Wash. Specify the quantity of matchbooks desired.

Some of the cherry dishes given in the formula cards are Royal Anne compote, brandied cherry chiffon pie and black cherry snowball.

Club Wine Sales Up

The Press and Union League Club

of San Francisco has rejuvenated its wine service program with a 20 per cent increase in sales. A committee of three wine experts analyzed the club's wine program at the beginning of the year and prepared recommendations.

Club Manager Frank Van Dorn has started an incentive program for the club waitresses. For each fifth of wine they sell, they receive 25 cents and for each tenth, 15 cents. There is a 15-minute wine orientation period each week for the waitresses.

Two-color table tents, listing 41 California wines, are placed on each table in the dining room. Two nights a week a wine fountain is set up in the main dining room (price included with the cost of dinner) and at large dinners a wine cart is wheeled from table to table.

Banana Chips

A Caribbean cocktail and party snack made from thinly sliced plantains (king of the banana family) has been marketed in five-ounce tins, special packs suitable for use in bars and lounges of clubs, and industrial-size packages. The banana chips, "Cachita's", are salted and vacuum-packed. They are imported by the James P. Cresswell Co., New York.

Serve **HOT** Plated-Up Meals to Banquet Guests . . . with **HOT-SERVE**



Ambassador 120

Conveying Cabinets

One man can convey up to 120 plated-up meals from kitchen to banquet hall in an easy-rolling stainless steel HOT-SERVE cabinet; hold there until called for (an hour or more); then serve appetizing fresh and hot to your guests . . . with fewer waiters, too! Models available with plate capacities from 48 to 160.

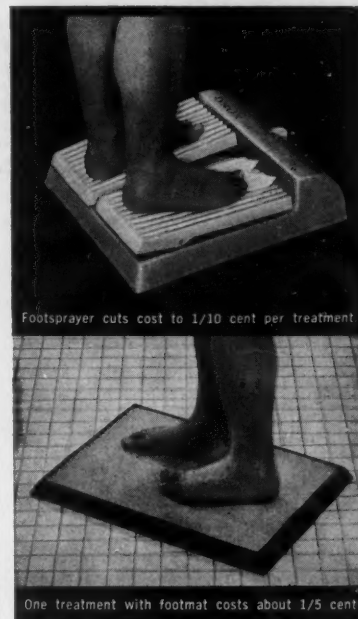
Investigate HOT-SERVE cabinets today by calling your dealer or writing for our catalog.

THESE FAMOUS CLUBS USE OUR EQUIPMENT:
Friars Club, New York, N. Y.
Svithiod Singing Club, Chicago, Ill.
Piedmont Driving Club, Atlanta, Ga.
Overseas Press Club of America, Inc., New York, N. Y.
Chevy Chase Country Club, Wheeling, Ill.
Saint Paul Athletic Club, St. Paul, Minn.

FOOD WARMING EQUIPMENT CO., INC.
Dept. 2, P.O. Box 163, Arlington Heights, Illinois

STOP

athlete's foot with **ONOX** skin toughener



Skin specialists say the best way to prevent Athlete's Foot is to increase the skin's resistance to fungus growth*. That's what Onox does. It keeps your feet as tough and healthy as your hands. Used by clubs, schools, and over 70% of the largest U. S. companies for the treatment and prevention of Athlete's Foot.

*American Pub. Health Assoc., Oct. 15, 1954

● TRY ONOX 60 DAYS AT OUR RISK

If not satisfied, you owe us nothing. Full details on request.

● FREE FOLDER

Write for "Facts on Athlete's Foot" including medical opinions.





Your Headquarters For JANITORIAL SUPPLIES and EQUIPMENT

Mops — Brooms — Vacuum Cleaners
Paper Goods — Soaps — Detergents
Ladders — Garbage Cans — Refuse
Burners — Fire Extinguishers — Floor
Cleaners and Waxes — Soap Dis-
pensers — Sand Urns — Sprayers
Disinfectants — Insecticides — Floor
Machines — Metal Polishes — Sponges

IF IT'S A "MUST", or a help,
in maintenance — DON has it!
From the floor up, for every
type of maintenance, there's a
DON product to do it better,
easier, faster! You save money
and man-hours when you depend
on DON for all your janitorial
equipment and supplies.

Satisfaction always guaranteed or your
money back.

Write for a DON
salesman to bring his
"j" Department to
your door — via his
famous "50,000
items" catalog!



Dept. 4

GENERAL HEADQUARTERS — 2201 S. LaSalle St. — Chicago 16, Ill.
Branches in MIAMI • PHILADELPHIA

Announcing . . .

Williams

CLUB-O-MATIC LAUNDRY

A package unit for processing on premises
Shower and Pool Towels
Table Linens
Bar Mops—etc.
No additional personnel needed

We plan an operation to process your
own laundry

Investigate the savings obtainable now
40 years of experience serving clubs,
hotels, hospitals, power laundries.

Write, wire or call N. Y. STILLWELL 6-6666

WILLIAMS

Laundry Machinery Co., Inc.

37-37 9th Street, Long Island City 1, N. Y.

Complete line of new, rebuilt and
used laundry equipment

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

May, 1961

15—Withholding tax and Federal Insurance Contributions Act taxes: The sum of tax withheld from wages during April, 1961, and employe tax and employer tax under the Federal Insurance Contributions Act for April, 1961, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended December 31, 1960.

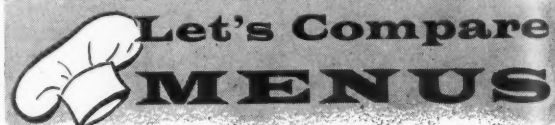
31—Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for April, 1961, if more than \$100, payable to an authorized depository. Return on Form 537.

June, 1961

15—Withholding tax and Federal Insurance Contributions Act taxes: The sum of tax withheld from wages during May, 1961, and employe tax and employer tax under the Federal Insurance Contributions Act for May, 1961, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended January 31, 1961.

30—Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for May, 1961, if more than \$100, payable to an authorized depository. Return on Form 537.



LAKEWOOD COUNTRY CLUB
Dallas

Les Specialties de la Cuisine

Pompano de Florida en Papillote

Florida Pompano covered with lump crabmeat,

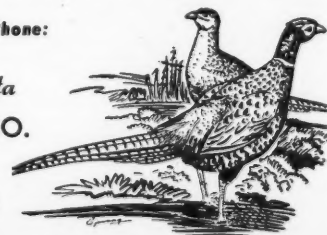
PHEASANTS

for your Regular Menu and Special Parties

Write, Wire, or Phone:

South Dakota
PHEASANT CO.

CANTON
SOUTH DAKOTA



mushrooms, chives and rich wine sauce, baked and served in Papers, with Parisienne Potatoes, Artichoke Hearts Gratine and Cucumber Relish. Allow 45 minutes for preparationFor one \$ 3.85

Du Caneton A L'Orange Flambe

A young Duckling tenderly roasted and stuffed with a special dressing served on a silver platter with Parisienne Potatoes, Petit Minted Peas, Whole Blue Lake Green Beans and garnished with Orange Cups filled with Orange and Cranberry Relish. Served at your table blazing with Cognac.

Allow one hour for preparationFor two \$ 9.00

Faisan A la Broche

A young Pheasant larded and roasted to perfection, served with Minnesota Wild Rice Stuffing, Fonds Artichoke Florentine, Sauce Perigourdine Pommes Brioche.

Allow one hour for preparationFor two \$10.00

Farces de Poisson Bouquetiere

A fresh Gulf Coast Red Snapper, boned and stuffed with a delectable crabmeat and mushroom filling. Served on a silver platter, surrounded by fresh Garden Vegetables and a Duchess Potato Bordure.

Allow 45 minutes for preparationFor two \$ 8.00

On The Flaming Sword

Young Capon

Served from the sword with Broiled Tomato Mushrooms, Minnesota Wild Rice, Guava Jelly, Sauce Saint Florentin, Glazed Petit Carrots and Noisette Potatoes.

Allow 45 minutes for preparationFor two \$ 7.50

Tenderloin Imperial

Medallions of Prime Beef Tenderloin, Fonds Artichoke, Green Peppers and Tomato. Served with a Baked Potato, Petit Pois and Sauce Madeira.

Allow 30 minutes for preparationFor two \$ 4.00

Shish Kebab

Pieces of Tender Lamb cut from the center section of the rack, broiled on a sword and served flaming at your table with Giant Mushrooms, Green Peppers, Onion, Tomato and Buckwheat Croats.

Allow 30 minutes for preparationFor one \$ 3.75

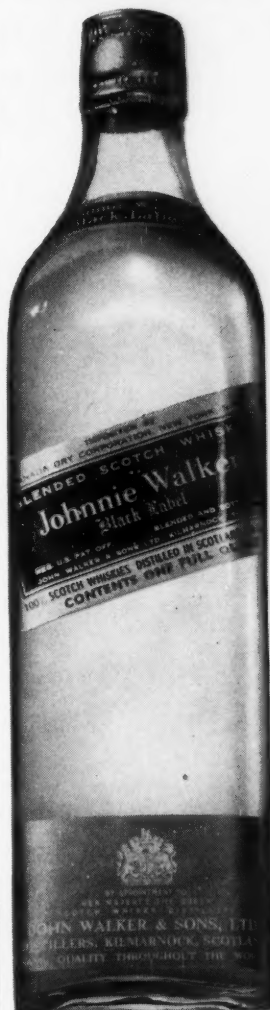
Prelude to Dinner Delicacies

Cold

Lobster Cocktail, Supreme	1.75
Smoked Nova Scotia Salmon85
Lump Crabmeat Supreme	1.25
Fresh Shrimp Cocktail	1.00
Fresh Fruit Supreme75
Blue Points on the Half Shell (6)	1.25
Creamed Holland Herring in Sour Cream75
Chilled Artichoke Hearts, Lemon Dressing	1.25
Imported Pate de Foie Gras Strasbourg	2.85

FIRST IN PREMIUM SCOTCH SALES!

AND NOW FIRST IN QTS.



BOTTLED IN SCOTLAND

You asked for it! Ever since Johnnie Walker Red Label reached the market in quarts last year — you wanted the extra pouring convenience, the extra unit sales a quart would bring to Johnnie Walker Black Label, too! Yes, the first premium Scotch in sales is now the only premium Scotch in quarts! Order this extra-profit size! Call your jobber for Johnnie Walker Red Label and Johnnie Walker Black Label in quarts — today!



100% Scotch Whiskies, Blended 86.8 Proof — Imported by Canada Dry Corporation, New York, N. Y.

Use Lasco Cocktail Granules for Quick, Easy Mixed Drinks



Your Customers Will Like the Natural Orange Flavor and Color

Lasco Orange Granules are perfect for screwdrivers, valencia cocktails, orange blossoms and many other mixes. So easy to prepare... just add 2 gallons of water to a 2 lb. vacuum packed can. No messy squeezing or peeling, no storage problems.

Lasco Orange Granules Contain Pure Dehydrated Orange Juice.

WRITE for complete details!



ALLEN FOODS, INC.

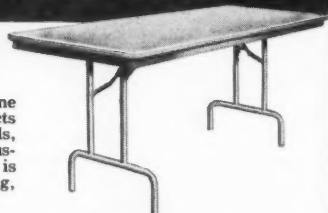
Finer Foods for Hotels and Institutions
4555 GUSTINE • ST. LOUIS 16, MISSOURI

SEE OUR BOOTH #1006, N.R.A.C.

America's Finest PORTABLE • FOLDING TABLES

Midwest

offers the most complete line of portable folding products for schools, churches, hotels, institutions, clubs, and industry. Each Midwest product is constructed to insure strong, durable, efficient service.



PEDESTAL FOLDING TABLE

Offers comfort, ample leg room. The "Off Center" leg principle adds seating at the ends.



FOLDING BENCHES

Made of fir plywood heavy steel frame and welded steel legs bolted to assure maximum safety.



SQUARE FOLDING TABLE

Constructed for strength, durability, reinforced with steel apron. Tops are fir plywood or smooth plastic.



FOLDING STAGE

Features of a permanent platform. Easy to fold. Constructed of heavy gauge steel. Folds compactly.



PLATFORMS AND BANDSTANDS

Perfect for music rooms. Easy to set and rearrange. Folds compactly for storage.



FOLDING PRODUCTS SALES CORP.
CM-305 ROSELLE, ILLINOIS

Hot

Crabmeat a la Remick	1.50
Escargots Bourguignonne (6)	1.75
Baked Oysters Rockefeller (6)	1.25
French Pancake Stuffed with Crabmeat Louie	1.25

Consomme and Soups

French Onion Soup, Gratine75
Green Turtle Soup, with Sherry85
Consomme a la Brunoise50
Petite Marmite75
Clear Chicken Broth with Noodles50
Cold Senegalese, with Chablis75
Cold Cream of Vichysoisse with Chives65
Jellied Madrilene50

Desserts

Coupe Madame Sans-Gene85
Coupe Petit Duc85
Your Favorite Parfait60
Lakewood Ice Cream35
French Pastry45
Layer Cakes35
Sundaes50
Sherbet35

Planked Chateaubriand, Colbert

Cut from the center of a Prime Tenderloin, Served with a bouquet of fresh Garden Vegetables and carved at your table.

Allow 30 minutes for preparationor two \$11.00

Planked Prime Sirloin Bouquetiere

Broiled to your desire, and surrounded by a variety of fresh Garden Vegetables, carved at your table and served with Bordelaise Sauce.

Allow 30 minutes for preparationFor two \$11.00

A la Carte Menu

From The Lakes, Rivers and Sea

Gulf Coast Red Snapper, Amandine	3.00
Imported Whole Dover Sole, Meuniere	3.00
Louisiana Frog Legs Saute Provensale	3.50
Boneless Mountain Trout Saute Amandine	2.85
Crabmeat a la Maryland	3.25
Fresh Gulf Shrimp de Jonghe	2.85

From The Broiler

U. S. Prime New York Cut Sirloin Steak	5.50
--	------

LUAU TIME

EVERYTHING YOU NEED FOR YOUR HAWAIIAN PARTY

LEIS • HULA SKIRTS • ORCHIDS

FREE 24 PAGE ILLUSTRATED CATALOG

ORCHAWAII

ORCHIDS OF HAWAII, INC.

Main Office
305 7th Ave., N.Y. 1, N.Y. • OR 5-6500

Branch
30 W. Washington St., Chicago 2, Ill. • AN 3-6622

Prime Filet Mignon, Sauce Bearnaise	4.85
Broiled Prime Rib Eye Steak	3.75
Double Rib French Lamb Chops, Mint Sauce	4.25
Virginia Ham Steak, Red Eye Gravy	2.85
Broiled Chopped Sirloin Steak, Mushroom Sauce	2.50

Duckling, Chicken and Game

Boneless Breast of Duckling a L'Orange	3.50
Breast of Guinea Hen, Sourvaroff	5.00
Boneless Squab Chicken, Stuffed with Wild Rice	3.75
Breast of Pheasant Supreme Berchaux	5.75
Green Salad and Baked Potato Served with Above Orders	

From The Garden

Braised Celery with Marrow	1.55
Green Peas with Petit Mushrooms40
Flageolets (French Limas)55
Gilded Whole Baby Carrots45
Green Beans with Cheese Sauce40
Junbo Asparagus Hollandaise75
French Fried Potatoes50
Dutchess Potato45
Potatoes Hashed in Cream40
Baked Idaho Potato40
French Fried Onion Rings65
Sour Cream Bacon and Chives15

Salads

Chiffonade75
Hearts of Crisp Lettuce50
Mixed Green Salad60
Hearts of Palm Vinaigrette	1.25
Grapefruit and Avocado75
Tomato and Asparagus85
Artichoke Hearts and Romaine	1.25
Caesar Salad \$1.25 For two	2.00

Cheese

Roquefort60
Bel Paese60
Camembert45
Liederkranz45
Cream Cheese with Bar Le Duc50

Beverages

Sanka20	Lakewood Coffee20
Sweet Milk15	Hot Tea25
Espresso50	Iced Tea20

America's Finest Clubs Serve

MEIER'S

Sparkling Catawba

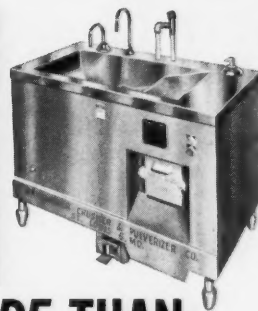
NON-ALCOHOLIC Champagne!

And there's a good reason! This bubbling, tingling, festive drink is ideal for members and guests who prefer non-alcoholic beverages... makes a hit with youngsters, too! Here is the original non-alcoholic champagne, made from the world's rarest white wine grapes. Write for details and name of nearest distributor.

THE JOHN C. MEIER Grape Juice COMPANY
SILVERTON, OHIO



One Gruendler Disposer



CAN DO MORE THAN 2 ORDINARY DISPOSERS

Disposes bulk waste

Table scraps from up to 2000 settings

Pulp, pits, pods, cobs, bones

Paper cups and milk cartons

Food preparation wastes

With little or no maintenance cost

Have your food consultant or architect write us, or address us direct for full details. Do it today.

HEAVY-DUTY
REDUCTION
EQUIPMENT
SINCE 1885



GRUENDLER

CRUSHER & PULVERIZER COMPANY

2915 North Market • St. Louis 6, Mo.



50,000 ITEMS SOLD BY



Glassware, Chinaware, Silverware, Bar Supplies, Paper Goods, Linens, Kitchen Equipment, Cooking Utensils, Dining Room Furniture, Food Service Equipment and Supplies! These categories, among others, cover only a few of the 50,000 items available from your DON salesman!

When you depend on DON, you can be sure of the greatest variety from which to make your selection—with prompt service on every order. COMPLETE SATISFACTION GUARANTEED on every item OR YOUR MONEY BACK.

Write Today for a salesman to call.

Visit us in Booths 660, 662, 664, at the National Restaurant Show, McCormick Place, Chicago, May 22 thru 25, or write Dept. 4.

EDWARD DON & COMPANY
GENERAL HEADQUARTERS—2201 S. LaSalle St.—Chicago 16, Ill.
Branches in MIAMI • PHILADELPHIA

WHEN YOU NEED LEMON JUICE DO YOU HAVE TO:

	YES	NO
Squeeze lemons and pay the high cost of labor and materials?		
Dissolve crystals that do not dissolve so easily?		
Combine bottles "A" and "B" to make a gallon?		
Add a frothing ingredient to put attractive heads on the drinks?		
Use a frothing product containing Saponine, banned in many states?		
Pay more than 1/2c per cocktail for a lemon flavored drink base?		
If you are using FROTHY MIXER your answers are all		NO

Since 1863



"Don't
Squeeze—
Use Fee's"

EVEN MORE IMPORTANT:

Which frothing lemon cocktail base gives greatest satisfaction?
FROTHY MIXER can prove itself, only if you try a free sample.

WRITE TODAY!

Fee Brothers

114 FIELD ST.
ROCHESTER 20, N. Y.



IF YOU'VE
NEVER SERVED OUR
**WONDERFUL
DENNIS
WATER CRESS**
TO YOUR PATRONS.
SHAME ON YOU!

You're depriving them—needlessly—of one of the true pleasures of fine dining.

Only Dennis Water Cress has that distinctive limestone flavor. Cultivated with care for over 75 years in the rolling hills of West Virginia and Alabama. If you're willing to mend your ways, we'll forgive you and gladly welcome you to the club of discriminating Dennis Water Cress Servers. Your order cut, washed and shipped the same day.

Dennis Water Cress, Inc., Martinsburg, W. Va. or Huntsville, Ala.

Send me posthaste your current price list and free booklet of Dennis Water Cress recipes.

Name _____
Address _____
City _____ Zone _____ State _____
Auth. Signature _____

CULTIVATED FOR BETTER TASTE



Shipments made to all states East of the Rocky Mountains.

DENNIS WATER CRESS, INC.

Martinsburg, W. Va., or Huntsville, Ala.

Gastromonic Desserts From The Lakewood Pantry

\$1.50

Pear Reine Margot

Fresh Pear poached in syrup and filled with Kirsch Marmalade on tampon of Vanilla Ice Cream, accompanied by warm Chocolate Sauce and Rum Sabayon.

\$1.25

Flaming Bananas Au Rhum

Plump Ripe Bananas with brown sugar, cinnamon, served blazing with Hot Rum.

\$1.35

Peaches Flambees with Brandy

Sliced Peaches heated in their own juice, thickened with arrowroot, ignited with Fruit Brandy and served on Ice Cream.

\$1.25

Crepes Suzette Chez Sol

Tender Thin Crepes filled with a cream of butter, orange, lemon juice, curacao, served flaming with Warm Brandy.
For Two

\$2.50

Lakewood Special

Ice Cream Mould set on a base of chopped nuts, topped with chipped chocolate and whipped cream, surrounded with fresh fruit and served on an Illuminated Ice Mould.

Nos Specialties de Cafes

\$1.25

Cafe Brulot

*The perfect finale to a Gourmet Dinner.
Cafe Flambe with French Cognac accented with cinnamon, cloves, lemon and a twist of orange peel blended in the flames of the chafing dish.*

JUMBO WAXED BAG

for LARGE GARBAGE CANS

17" x 13" x 31"

NEW low price

WERE \$76.00 \$76.00 \$65.00M
1957 1958 1959 1960

NOW \$64M

500 \$35.20 lot
250 19.36 lot

Stocked in San Francisco, Chicago, Atlanta, New York.

KLEAN KAN BAG CO., 64 E. 8 St., NYC 3

.85
Cafe Royale

So that you may enjoy the toast of Kings, a fine aromatic roast of coffee, crowned with Flaming Bourbon.

\$1.25
Irish Coffee

A blend of hot coffee, Irish Whisky, spices and topped with whipped cream.

\$1.00
Hot Rum and Tea

A specially selected Black India Ceylon Tea, light Rum, Nutmeg and Lemon Peel.

MINIKAHDA CLUB
Minneapolis

Dinner

Gulf Shrimp Cocktail	1.00
Little Neck Clams85
Chilled Tomato Juice30
Cantaloupe40
Fresh Vegetable Soup30
Dungeness Crab Cocktail75
Herring in Sour Cream50
Honeydew Melon45
Half Grapefruit35
Hot Beef Consomme30
Jellied Consomme or Tomato Madrilene, Creme Vichyssoise40
Fried Fresh Sea Scallops-Sauce Tartar	2.85
Lobster Tails	3.45
Filet of Fresh Sole Saute-Fines Herbes	2.85
Crabflakes Curry Rolled in Thin Pancakes, Singapore	2.95
Medallion of Pork Tenderloin Saute, Spiced Apple ring	2.85
Plain Veal Cutlet with Button Mushrooms	2.85
Roast Breast of Turkey Slices, Wild Rice, Cranberry Sauce	2.95
Grilled Petite Mignon of Beef-Bercy Butter	3.55
Potatoes Rissollee' Fresh Asparagus-Hollandaise (another vegetable available)	
Crisp Spring Greens-Choice of Dressing- Avocado and Grapefruit Salad	
Coffee Tea Milk Sanka Iced Tea	
Desserts-Apple, Cherry, Lemon Meringue Pie30
Sherbet-Lemon, Lime, Raspberry30
Ice Cream-Black Walnut, Peppermint, Coffee, Rum Cherry35

ABERDEEN EMPLOYMENT AGENCY

80 Warren St., N. Y. C., N. Y. (S. Rosenberg, lic.)

Beekman 3-2110

Chefs - 2nd Cooks - Butchers - Bakers - Broilers
Breakfast Cooks - Pantry Saladman - Kitchenporters
Busboys - Waiters - Bartenders - Locker Room Help
Chauffeurs - Handymen - Maintenance Men - Couples
Watchmen - TEMPORARY and FEMALE Help.

ASK FOR SAM (Selecting Help for Employers for over 30 yrs.)

ASK FOR MISS SUE (Female Dept.)

"NO-CHARGE-TO-THE-EMPLOYER"



SMART BUSINESS STIMULATORS

Ruben
UNIFORMS
FOR
MEN and WOMEN

See how little quality costs.

Send today for Samples, illustrations, prices . . . no obligation.

CREATING DISTINCTIVE
QUALITY UNIFORMS SINCE 1870



Marcus Ruben Inc.

823 S. Wabash Ave. • Chicago 5, Ill.

115 New Montgomery St. San Francisco 5, California

DURABLE and SMART furniture



NO. 2307
Captain's Chair
with upholstered
seat and riser.
Matching side chair
and bar stool available.

Wide assortment of chairs and tables. See your dealer
or write us for our distributor's name.

AMERICAN CHAIR COMPANY
Manufacturers Sheboygan, Wisconsin

Permanent Displays:
Chicago • New York • Atlanta • Miami • Boston • San Francisco

WINE Pressings



by Henry O. Barbour

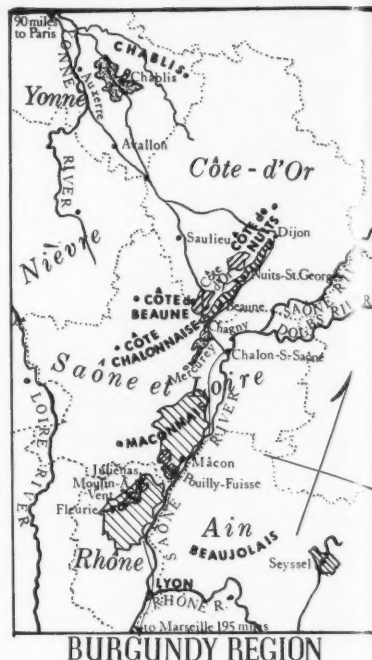
Beaujolais

Let us now turn our back on the Mediterranean Sea and along with Spring retrace our steps up the Rhone River north past the city of Lyon, about 20 miles up the tributary Soave River to a 28-mile stretch of vineyards that cover the slope of hills forming the western perimeter of the Soave Basin. These same hills, further north, provide the setting for the "Slope of Gold" where the great Burgundy wines are born.

These vineyards, that take their name from the town of Beaujeu, are usually considered as belonging to Burgundy, but, in theory at least, they are not, for the grape variety is different, the wine is served and consumed differently, the young wine is handled differently; and above all, after three or five years the Beaujolais wines do not improve, in contrast to the

red Burgundies that are measurably better at ten years of age than at five, and frequently further improved at 15 years.

Beaujolais wines (only reds are produced in quantity) are becoming increasingly popular in the United States, due in part to their price, to improved handling and transportation techniques, and partially because their soft, fruity qualities are so popular in Paris. Every bar and sidewalk cafe sells Beaujolais by the glass—year-old Beaujolais that has been brought to The City of Light in barrels, or in tank cars. It is then bottled in the wine market of Bercy, beyond the Gare D'Lyon. The bottles are used again and again, like soft drink bottles in the United States, being returned to the wine merchant in exchange for a refund of the deposit.



Gamay Grapes

The Gamay grape, which yields the juice that becomes Beaujolais wine, is not a well-regarded grape elsewhere

Lather • Fragrance • Safety

Premium antiseptic liquid soap

Balmaseptic

For washroom and shower
Contains Hexachlorophene

Clear, brilliant Balmaseptic rubs up quickly into handfuls of fragrant lather. Cleanses energetically, yet does not irritate the skin—does not chap. Regular use keeps the hands surgically clean; the **HEX**achlorophene puts the **HEX** on bacteria. Balmaseptic dispenses neatly—stores perfectly: does not turn cloudy or rancid, regardless of climate. Exceeds forthcoming U.S.P. Specifications for Hexachlorophene liquid soap

For free sanitary survey
of your premises ask
your Dolge service man

DOLGE
WESTPORT, CONNECTICUT

CHEESE OF ALL NATIONS Successful "Hospitality Program" HAS INCREASED PROFITS For Club Management Members - - FROM THEIR FIRST ORDER!!

**SPECIAL \$25 PLAN EXCLUSIVELY FOR
CLUB MANAGEMENT SUBSCRIBERS**

We send you our nationally advertised GOURMET ASSORTMENT of 12 exotic imported cheeses—a generous weekly supply. We also include suggested display plan, attractive descriptive identification cards and colorful little flags of all nations.



MAY SPECIAL!

4 1/2 Lb. bowl of new, exciting Saber Club Cocktail Provolone Cheese in Chianti wine, with 2 lbs. of imported thin sliced German pumpernickle, \$5.95 ppd.

Write, 'phone or telegraph Phil Alpert TODAY!

Ask for our FREE 1961 CHEESE ENCYCLOPEDIA, listing more than 500 varieties.

CHEESE-OF-ALL-NATIONS

235 Fulton Street, New York 7, N.Y.
REctor 2-0752

in France, perhaps because it is such a prolific bearer and will grow, nay thrive, anywhere. Because it produces so much juice, it is frequently used for blending—perhaps “extending” is more apt—with finer, less productive varieties.

In this particular location, the Gamay produces a good, popular wine as a result of the interplay of the other three variable determinates of a wine's quality: soil, climate, and the skill of the vintner. In Beaujolais, the soil is distinctively thin, pink and sandy, barely concealing the granite that underlies the area. The finer wines are grown on the south and east exposures of the slopes, quite steep in some places that tilt up to the three-covered tops of the mountains, some over 3,000 feet high.

The grapes are grown in a number of vineyards under the semifield system of compensation known as *moitie-fruit*. The owner of the vineyard gives the *vigneron* (in this case a tenant grape-farmer) half of the yield of each vintage, two cows, the straw for their litter, in addition to the vines, stakes, insecticides, manure and tools. In return, the owner receives yearly from the *vigneron* four dozen eggs, four chickens, 20 pounds of butter, besides all the work necessary in the cellars, the press house, and the vineyard. However, the small cellars and press houses are on their way out of fashion, as a number of cooperatives have been set up to press the grapes, supervise the fermentation and cellar work, and sell the finished product. Too, the larger wine merchants are taking over these tasks. This has resulted in a general improvement of the over-all quality of the wines, and return better money to the owners and vignerons.

The Wine Making

In vinification, the stalks are removed from the grapes before crushing, (*eggrappage*) for the Gamay has sufficient tannin and acidity in the skins, meat, and seeds. The *must* then goes into large vats for about five days fermentation, after which the new wine is drawn off. The lees are pressed slightly to secure maximum yield and the resultant draw-off is mixed with the free run-off wine. The lees are further pressed, and the resultant harsh wine is distilled to make *Marc*, a cheap grape brandy.

The young wine goes into barrels where it is left to settle until the beginning of March, when it is drawn off (*racked*) during the last quarter of the moon. Experience has shown that racking in the time of the waning moon is much more efficient, leaving fewer lees in suspension, especially if done when a northerly wind is blowing.

The wine then rests in the barrel until the vines flower in May or early



WHYTE & MACKAYS

RARE SCOTCH WHISKY
SINCE 1844

Also WHYTE & MACKAYS Rare 21 Year Old • Blended Scotch Whisky
86 Proof • Imported By Great Western Producers, Inc., New York, N.Y.



Easily Seats 10
(5 on each side)

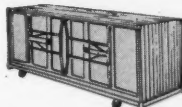
Illustrated:
MODEL K-3—
30x96 inches,
30 inches high

**DISCOUNTS
UP TO 40% TO
CHURCHES & OTHER
ORGANIZATIONS**

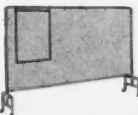
MONROE FOLDING PEDESTAL TABLES

**ALL STEEL
FOLDING CHAIRS**

**TRUCKS FOR
FOLDING TABLES
AND CHAIRS**



PORTABLE PARTITIONS



DIRECT FACTORY PRICES, DISCOUNTS, TERMS
Churches, Schools, Clubs, and all Organizations
If you are on the Purchasing Committee of your church, educational, fraternal or social group, you will want to know more about MONROE Folding Banquet Tables. 68 models and sizes for every use. Also, MONROE Folding Chairs, Table and Chair Trucks, Portable Partitions, Folding Risers and Platforms, etc. Owned and recommended by over 60,000 institutions. Mail coupon today for catalog and full information.

**MONROE'S
NEW 1961
CATALOG
FREE!**

**Monroe
CATALOG
in COLORS**

THE MONROE COMPANY, 79 Church St., Colfax, Iowa
Please send now 1961 Monroe catalog, complete information on prices, discounts, terms.

We're interested in: _____
Group: _____
Mail to: _____ Title: _____
Address: _____
City: _____ Zone: _____ State: _____

THE MONROE COMPANY, 79 Church St., Colfax, Iowa

June, when it is racked again, both to further clarify the wine and to avoid the fermentation that may take place as the warm weather arrives. It is at this time that much of the ordinary Beaujolais is shipped—to Paris and Lyon, where it is said "Three Rivers water the City: the Rhone, the Soave and the Beaujolais," so popular is this fresh, light red wine.

The finer wines, that have not been sold, have their final racking in September, just before the new vintage. Then the vintner has two choices:

1. To bottle this wine between now and April, frequently done for the better wines. To do so will retain the fruity character and aroma, with some further development in the bottle.

2. To bottle the wine after another year or two in the cask, which will give a wine that will throw little or no deposit in the bottle. However, this wine is more "worn," having lost some of its faint strawberry bouquet and its vivid red color, taking on *pelure d'oignon* or the reddish-brown color of onion skins, which comes partly from the oak staves and partly from oxidation.

Climate

Climatically, Beaujolais lies athwart the temperature Mason-Dixon Line of France, with some of the heat and an

occasional faint *mistral* of the Rhone Valley in the summer, and the cold northern winter from the North Sea and the Alps (Mount Blanc, tallest mountain in Europe, is only about 100 miles due east).

Principal Wines

Grand First Crus:

Moulin-A-Vent, the biggest, fullest, most elegant and longest lived of the Beaujolais. (Specific Vineyards: Carquelin, Grand-Morier, Les Caves, etc.)

Fleurie, a fruity, suave wine with a charming bouquet, with less color and body. (Specific Vineyards: Clos de la Roilette, Morier, Les Rochaus, etc.)

Morgan, fuller bodied, yet delicate and fine. (Specific Vineyards: Le Py, Vermont (!), Les Buantons, etc.)

First Crus:

Brouilly, very delicate, fresh and refreshing up to four years of age. (Specific Vineyards: Nervers, La Jariniere, Garauches.)

Chiroubles, very delicate, though firm and full of body. (Specific Vineyards: Cote-Rotie, Bel-Air.)

Julienas, volatile, delicious, a favorite of the Swiss. (Specific Vineyards: Mouilles, Les Fouilles and the Chateau des Capitans.)

Also well-thought of: Hospices de Beaujeu, St. Amour, Odenas.

Enjoyment

Beaujolais is a "swallow" wine, as opposed to the big wines of Burgundy and Bordeaux, which are "sip" wines. This is due partially to the lower alcoholic content, as well as to the wine's body. A good Beaujolais leaves the mouth dry and without much noticeable aftertaste. Incidentally, Beaujolais is the wine that "proves the rule," for it is at its best when slightly, very slightly chilled!

• • •

THIS MONTH'S MERCHANTS: The Wine Advisory Board says: There's Money for you in Every Glass—when you sell California Wine BY THE GLASS! Wine by-the-glass brings extra sales, especially at lunch time. Glass sales build bottle sales. Gross profits are almost all net. For instance, selling a case of "fifths" at 30c a five-ounce glass yields \$18.43. A seven-ounce glass sold at 45c a glass yields \$19.75. The key to big-volume success is to keep your price *low*—for as generous a glass as possible! Remember—Wine competes only with water! ■ ■

YARN-DYED TEXTURED LINEN MATS IN THE EXECUTIVE DINING ROOM.



as featured at The National Hotel Exposition

Inherent quality is the feature of all Hardy Craft Linens—from place mats to banquet cloths. So evident is the originality of patterns and textures, so beautiful the craftsmanship, so luxurious the drape, it is no wonder that William Pahlmann chose Hardy Craft to set the background for every table-setting at the Designs for Dining section of the National Hotel Exposition.

Hardy Craft
LINENS

JAMES G. HARDY & CO. INC. • 11 E. 26 ST., N. Y. • MU 9-6680

"BINGO KING"



FOR FUN and MONEY

Inject some fun and excitement into your Club Activities, with weekly or monthly "GOOD BINGO" Parties.

"GOOD BINGO" offers you one of the best ways of bringing in your Members and Guests every week—everyone can have a lot of fun—and if your Treasury needs money, "GOOD BINGO" has proved to be the easiest and fastest way to bring it in.

Over 150,000 printed words with hundreds of Party Bingo Ideas, certain to make your Parties successful, go to you no charge.

Airmail for complete details and free Samples—you'll be glad you did.

THE "BINGO KING" CO., INC.

Department 103
Denver Phones—SU 9-1821 (the new, fast service, "5 Phone" Hook-up)
LITTLETON, COLORADO, U.S.A.

How We Train Employees

(Continued from page 23)

the club by your voice and the words you use. Give telephone conversations such courteous, careful attention that the member feels he is receiving the same service he would receive if he were making his request in person.

At Pinehurst we have a no-tipping policy. To compensate for this there is an employee's Christmas bonus fund which is distributed to all regular employees. We base the distribution on a point system, taking into consideration the employee's attitude toward his job and the quality of his performance. The points are established on two criteria: (1) length of service, one point for each six months of service up to a maximum of ten points and (2) job classification, one point for each \$100 earned during the year. Points are totaled for each employee and divided into the fund. An amount of no more than five per cent of annual income is established per employee.

A rundown of the training program we followed in the school follows:

MONDAY: 9 a.m.—Employees report for work, coffee and get-acquainted time.

9:45 a.m.—Ballroom welcome address by the manager, introduction of department heads and staff, employee manuals given out, tour of clubhouse facilities.

Noon—Lunch (on your own).

1:30 p.m.—Reassemble in the private dining room. Speaker from the Public Relations Dept. of Mountain States Telephone Co. Sound movie on proper telephone procedure.

3 p.m.—Tour of departments by department heads. General discussion with department heads as to functions and duties of departments and individual jobs.

5:30 p.m.—Dismissed.

TUESDAY: 8:30 a.m.—Department head meeting in the conference room with coffee available for early arrivals.

9-11 a.m.—Entire staff in the ballroom. Speaker, the consulting sanitary engineer from the State Distributive Education, Vocational Branch, State of Colorado. Subject: proper sanitation procedures.

Noon—Lunch (on your own).

1:30 p.m.—Reassemble. Review of employees manual (bring your own copy), questions and discussion. Clubhouse rules and regulations for members, hours of service, and

**EXTEND THE LIFE
of your CLUB'S
FINE FURNITURE
with**

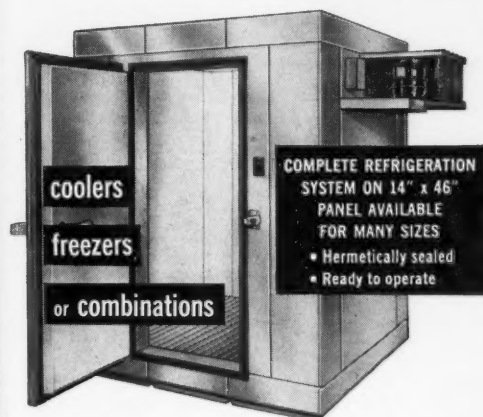


Dubuque,

Iowa

Bally walk-ins

Aluminum or steel sectional construction



Sanitary! Strong! Efficient! You can assemble any size cooler, freezer or combination in any shape from standard sections. Add sections to increase size as your requirements grow. Easy to disassemble for relocation.

Bally Case and Cooler, Inc., Bally, Pa.

Get details—Write Dept. CM-5 for FREE book.

**FOR
MEMBERS
ONLY**



Nothing except a paid-up member's Card-Key will unlock this door. 5,000 Fraternal and Private Clubs are now using Card-Keys. Be sure your club gets the benefit of this Card-Key System.

Write for Free Information

CARD-KEY SYSTEM, INC.

P. O. BOX 589

BURBANK, CALIFORNIA



Pinehurst employees are shown all club equipment.

a brochure on the golf course layout and floor plan of the clubhouse passed out.

3-5 p.m.—Training sessions within the respective departments.

Dining room, food service instructor from the State Distributive Education, Vocational Branch, State of Colorado. Subject: orientation and discussion of up-grading the profession, qualifications, fundamentals of good service, personal appearance, personality traits, assets and liabilities, tips on good service and common causes for poor service. **Kitchen**, speaker from Economics Laboratories. Sub-

ject: proper dishwashing procedures. **Bar**, speaker from National Cash Register Co. Subject: operation of bar cash registers. **Maintenance**, speaker from West Chemical Products. Subject: proper care and cleaning of Pinehurst's floor coverings. **Office**, speaker from Mountain States Telephone Co. Subject: switchboard instruction.

5:30 p.m. Dismissed.

WEDNESDAY: 8:30 a.m.—Same as previous schedule.

9 a.m.-noon—Assemble in ballroom for continuation of Tuesday's speech on sanitation procedures.

Noon—Lunch (on your own).

1:30 p.m.—Reassemble, continuation of training programs within respective departments.

Dining room, continuation of previous day's speech including practical service, dry run of setups, instruction in use of guest check books and proper wearing of uniform. **Kitchen**, speaker is president of Molitor Stainless Equipment. Subject: explanation and proper procedure in use of kitchen equipment. **Bar**, head bartender assisted by executive assistant manager. Subject: explanation and proper recipes, proper glass washing procedure and proper use and cleaning of equipment. **Beverage price list** given out. **Maintenance**, continuation of Tuesday's speech including proper cleaning of walls, woodwork, windows, drapes and upholstered furniture. **Office**, continuation of switchboard instruction.

5:30 p.m.—Dismissed.

THURSDAY: 8:30 a.m.—Same

as previous day's activity.

9-11 a.m.—Continuation of training program within respective departments.

Dining room, general discussion on points covered in previous sessions and practical dry-run application. **Kitchen**, executive chef assisted by executive assistant manager. Subject: importance of cooperation between dining room and kitchen and management. Representative from Spray Coffee Co. Subject: proper coffee brewing procedure and mechanics of urn handling. **Bar**, continuation of previous speech with explanation of bar equipment, its function and design, and proper use of carts for wine display and service. **Maintenance**, representative from the Electronic Network. Subject: instruction, representative from Chief engineer speaking on banquet and stage setups for parties. **Office**, continuation of switchboard instructions, representative from electronic Network giving instruction in use of sound system in conjunction with maintenance and office.

11:15 a.m.—Fire prevention by representatives of the local fire department.

Noon—Lunch (on your own).

1:30-4:30 p.m.—Assemble in ballroom for continuation of sanitation speech.

5:30 p.m.—Dismissed.

FRIDAY: 8:30 a.m.—Same activities.

9-11 a.m.—Continuation of training program.

Dining room, continuation of

MANAGER FOR PRIVATE CLUB IN MONTREAL

Required immediately or within the next few months a Club Executive of integrity, tact and ability who will take competent charge of the operations for which he will be completely responsible. The salary is open. Please write giving full particulars to:

Mr. J. W. Maynard
% The Montreal Club
215 St. James St., West
Montreal, Quebec, Canada

CLUB MANAGER

desires connection with first class club. Age, 44 years, 145 pounds, excellent health. Swedish descent. Married—1 son—5 years old. Can furnish best of references. Graduate of Michigan State College of School of Hotel Administration. ADDRESS: Box 82-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

ASSISTANCE—ANYONE?

Lady wants position as assistant manager in busy, energetic club East or West Coast. Experienced in public relations, club food and catering, cost controls, writing assignments. Interested permanent year around position. Available May 1. WRITE: Box 83-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

35 YEARS OF SERVICE TO CLUBS CLAREMONT-MAJESTIC

EMPLOYMENT SERVICE

Dependable
Male and Female

PERSONNEL

for Dining Room,
Kitchen and Office

80 WARREN STREET, Room 305

New York 7, N. Y.

Herman Litman Manager

PHONE: COrtlandt 7-3853

A. Zahler, Licensee



... ELIZABETH GARRISON

Counselor

specializes in the procurement and placement of EXECUTIVE personnel for city and country clubs. Our standards are high and our coverage is national.

Men and women with good work records and top references are invited to register with us.

WABASH EMPLOYMENT AGENCY

202 South State St.

Chicago 4, Illinois

Phone: WAbash 2-5020

(Wabash Agency established in 1935)

dry-run procedure in cooperation with the kitchen. Preparation for Press Preview. **Kitchen**, preparation of hors d'oeuvres for Press Preview. **Bar**, head bartender. Subject: proper service instructions. Speech on profit in service of wines. **Maintenance**, final cleaning of building and setup for Press preview. **Office**, representative from Price Waterhouse assisted by club auditor. Subject: brief explanation of accounting system including internal control operations. Representative from National Cash Registers giving an explanation of daily cash register readings and collection of tapes.

11:15 a.m.—Dining room and stewards department. Speaker from American Linen Co. and the purchasing steward of the club. Subject: control, care and use of linens.

Noon—Lunch (on your own). 1:30 p.m.—Assemble in main ballroom. Speaker, president of the Colorado-Wyoming Restaurant Assn.

2 p.m.—Talk by Horace Duncan, manager of Cherry Hills Country Club.

2:30 p.m.—Report to respective departments to prepare for Press Preview.

4-6 p.m.—Press Preview with cocktails and hors d'oeuvres.

SATURDAY: 9 a.m.—Professor from the University of Denver speaking on reporting and accountability.

10:15 a.m.—Department heads reviewing position guides for all employees so that each member of the staff will be fully aware of his job responsibilities and those of his fellow workers.

11:15 a.m.—Lunch.

Noon-1:30 p.m.—Suppliers' Preview with fruit punch, liquor punch, cheese dip and snack table (approximately 150 persons).

2-4 p.m.—Mile High Chapter of CMAA in the private dining room with cocktails and simple hors d'oeuvres (approximately 40).

5-7 p.m.—Restaurant Assn. and Stewards & Caterers Assn. with

fruit punch, liquor punch, coffee, cheese dip and snacks.

SUNDAY: Noon-3 p.m.—Members Preview with cheese dip and snacks, fruit punch and assorted cookies, helium ballons for children.

MONDAY: 9 a.m.—All employees report to respective departments for first food service operation test-run, cooking and serving Tuesday's menu.

Noon—Lunch served to invited guests and selected employees. All employees will have lunch in the club this day.

1:30 p.m.—Final summary by departments.

2:30 p.m.—Final summary for entire staff by a consulting psychologist on "You, Your Job and Your Future with Pinehurst."

3:30 p.m.—Dismissed.

TUESDAY—All employees report on regular assigned schedules.

11:30 a.m.—Food service begins.

Noon—Cocktails for Women's Golf Assn. (approximately 150).

1 p.m.—Luncheon for Women's Golf Assn.

6-8:30 p.m.—Dinner.

9-11 p.m.—Short order menu.

8-11 p.m.—Dancing.

We were quite pleased with the response of the 100 employees who attended this program. I'm sure the attitude of each employee was much improved and the resulting pleasure to our members and guests has been much in evidence. ■ ■

New CM Survey

(Continued from page 24)

try clubs reported they would spend an average of \$175,897 for their capital improvements, while city clubs reported a \$265,717 figure.

The club manager himself is the man who does most of the buying, the survey revealed. For example, in almost 64 per cent of the cases, the club manager alone is responsible for food



COAT-ROOM CHECKS

COUPON BOOKS

GUEST CHECKS

Service
**THAT IS THE BEST
IN THE MARKET**

Economical
**STANDARD FORMS
TO FIT YOUR NEEDS**

Write us now
for Samples and Prices



Weldon, Williams & Lick
Since 1898
Fort Smith, Arkansas



PALMER-OATES MEAT CO.

2641 West Madison Street

NE 8-1111

Chicago, Illinois

purchases, more than 85 per cent of the time he buys all the beverages and in 91 per cent of the cases he buys all equipment. Judging from responses to the survey there is no special time of year when buying is done; purchases are made "whenever the club needs anything."

Is there a slack season for clubs? The figures in the accompanying table on food sales by month show there isn't. The range is from almost \$5 million a month to over \$7 million a month for

CONWAY
TRADE MARK
IMPORT CO. INC.
IMPORTERS-MANUFACTURERS-BLENDEES
MAYONNAISE-FRENCH DRESSING
BLENDED OIL-OLIVE OIL-SALAD OIL
CONDIMENTS-OLIVES & CHERRIES
CHICAGO L.A. BOSTON
NEW YORK
PHILADELPHIA S.F. MIAMI

Lago Mar
HOTEL AND APARTMENTS
FORT LAUDERDALE, FLORIDA
Directly on 600
feet of private
beach, 2 pools,
3 par golf, tennis,
Beach Bar, enter-
tainment.
Under direction of Sidney Banks

Need Tennis Courts?
... Or Resurfacing?
Write Tru-Bounce®, Inc.
7173 Delmar Blvd.
St. Louis 30, Mo.
Phone: Parkview 1-0963

Basic Investment

	336 Country Clubs	147 City Clubs	Total
Property Value	\$421,980,720	\$154,104,216	\$576,134,936
Indebtedness	87,284,637	8,725,200	95,980,011
Annual Dues	56,672,448	29,812,482	68,018,230
Initiation Fees	6,128,640	1,284,192	7,412,832
No. of Members	200,256	174,342	309,698
No. of Employees	18,144	9,849	27,993
No. of Sleeping Rooms	6,384	6,027	12,401
Square Feet of Space	8,362,704	5,629,953	14,466,657

the clubs surveyed, and there are seven months during which the sales for the 336 country clubs and 147 city clubs are in the \$6 million bracket.

The country clubs reported an average food cost of 49.6 per cent, while the city clubs show an average food cost of 46.8 per cent.

Surprisingly, in beverage sales Scotch scored slightly higher than bourbon in city clubs although the total for both city and country clubs

showed bourbon ahead. Blends and gin trailed in that order.

In addition clubs reported high sales for wine, cordials, beer and soft drinks.

The 336 country clubs reported that they spent an average of \$47,879 for equipment, supplies and salaries to maintain their golf courses. In addition, their budgets included an average of \$24,840 each for purchases of clubhouse equipment and supplies. City clubs reported an average annual

Equipment

	336 Country Clubs	147 City Clubs	Total
Kitchen Equipment	\$ 701,193	\$ 346,293	\$1,047,486
Dining Room	1,152,877	364,904	1,517,781
Bar	476,200	323,400	799,600
General Equipment	722,064	830,844	1,552,908
Athletic Equipment	495,600	161,700	657,300
Office Equipment	607,488	207,476	814,964
Maintenance Equip. and Supplies	617,232	350,595	967,827
General Supplies	404,544	180,810	585,354
Swim Pool Supplies	245,100	93,700	338,800
Automotive Equipment	501,260	-----	501,260
TOTALS	\$6,409,758	\$2,859,722	\$9,269,480

Want High-Profit Bonquets?

MOLI-SERVE offers

- High Profit
- Low Labor Cost
- Happy Customers
- Food Control
- Mass Production Technics

Write For Complete Catalog and Planning Guide

molitor inc.
2829 S. Santa Fe Drive
Englewood, Colo.

Food Purchases

	336 Country Clubs	147 City Clubs	Total
MEAT			
Beef	\$ 6,901,234	\$ 4,623,579	\$11,524,813
Veal	279,900	187,462	467,362
Lamb	380,665	254,949	635,614
Pork	1,287,543	862,328	2,149,871
Poultry	1,428,613	956,809	2,385,422
Fish, etc.	1,730,906	1,159,269	2,890,175
TOTAL MEAT PURCHASES			\$20,053,257
Vegetables	\$ 1,735,385	\$ 1,162,268	\$ 2,897,653
Salad vegetables	1,045,709	700,360	1,746,069
Fruit	1,099,450	735,353	1,835,803
Milk & Cream	1,159,909	776,845	1,936,754
Ice Cream	712,067	476,905	1,188,972
Butter	609,064	407,918	1,016,982
Cheese	277,661	185,962	463,623
Eggs	389,621	260,948	650,569
Short. & Oil	461,276	308,938	770,214
Coffee, Tea, Cocoa	819,549	548,890	1,368,439
Baking Goods			
(Incl. Oil)	1,511,464	1,012,298	2,523,762
All Other	651,609	436,413	1,088,022
SUB TOTAL			\$17,486,862
TOTAL FOOD PURCHASES			\$37,540,119

budget for clubhouse expenditures of \$34,680. ■ ■

Silverplate Patterns

"Palisade," a contemporary design in silverplate is one of several new patterns added to the line of Oneida

Silversmiths of Oneida, N. Y., which will be on display at the company's booths #435 and #437 at the National Restaurant Association Convention to be held from May 22-25 at the Lakefront Exposition Center, Chicago.

The other patterns are "Chateau," a traditional design in stainless flatware, and "Desert Sand," a heavy-weight stainless with a stylized fleur-de-lis design.



Plastics Exhibition

The Fiberglass dining chair of Troy Sunshade Co., Troy, Ohio, has been chosen for inclusion in the U. S. Display at the 1961 International Plastics Exhibition to be held June 21-July 1 at Olympia, London. The Industrial Designers Institute is the organizational sponsor of the U.S.A. display.

The exhibition is organized by the publication, *British Plastics*.

They naturally do
...prefer
Leroux



**CHERRY
KARISE®**
(pronounced
Kar-ess)

49 proof

LEROUX LIQUEURS

A distinguished line of 48 cordials, liqueurs, and brandies blended with true old-world flair to give you European quality at prices that mean good profit.

FREE Recipe Brochure: write Leroux & Co., Inc.
1220 Spring Garden St., Philadelphia, Pa.

YOUR BEST CUSTOMERS CALL FOR



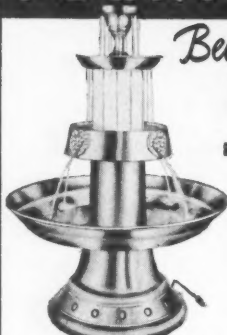
Heineken's
Heineken's
Heineken's
Beer

IMPORTED FROM HOLLAND

GEN. U. S. IMPORTERS: VAN MUNCHING & CO., INC., N. Y., N. Y.

Write advertisers you saw it in CLUB MANAGEMENT: MAY, 1961

ELECTRIC RECIRCULATING FOUNTAINS



*Beverage and
Display*

**EXTRA PROFITS
FOR ...**

- Banqueters
- Caterers
- Hotels
- Clubs
- Cocktail Mix
- Punches
- Wines

PATENT NO. 182,725

**AVAILABLE IN 7 MODELS
CAPACITIES-2-4-6 GALLONS**



Write for Free Brochure describing our
Display Fountains • Hors D'Oeuvres and
Smorgasbord • Turntables • Chafing Dishes
Musical and 3 Tier Cake Plates

Caterer's **EQUIPMENT CO.**
250 Lafayette St., New York 12, N. Y.

**See Our Display Booth 1442
National Restaurant Exposition**

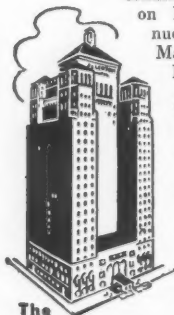
see
Chicago this summer



family fun!

Everything to see
and do! Visit Mu-
seum of Science and Industry ...
Lincoln Park Zoo ... Radio &
TV Studios. Enjoy miles of
beaches ... parks ... boat
rides ... indoor and outdoor
concerts ... baseball at its best
— Cubs & White Sox.

And, relax in luxury at the air-
conditioned Allerton
on Michigan Ave-
nue, Chicago's
Magnificent Mile.
Home of the fa-
mous Tip Top
Tap. Municipal
Parking. Spe-
cial Family
Plan —
Baby Sitters
available.



**The
ALLERTON HOTEL**
Michigan Ave. & Huron St.
CHICAGO

WRITE FOR
BROCHURE
AND RATES.

INDEX of advertisers

Antell & Jones, Inc. 64	Klean Kan Bag Co. 78
(Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.)	(Agency: J. J. Auerbach)
Aberdeen Employment Agency 71	Kraft Foods Company 6 & 7
Air Wall, Inc. 32	(Agency: J. Walter Thompson Co.)
(Agency: Connor Associates, Inc.)	Lago Mar Hotel 73
Allen Foods, Inc. 68	(Agency: Laura Lumbe Advertising)
(Agency: Ridgway-Hirsch Advertising Co.)	Leroux & Company, Inc. 71
Allerton Hotel 80	(Agency: J. M. Korn & Company)
(Agency: Harry Atkinson, Inc.)	Marcus Ruben, Inc. 73
American Chair Company 71	(Agency: Bisberne Advertising Co.)
(Agency: Jacobson Advertising)	Meier's Wine Cellars 62
American Express Travel Service 55	(Agency: Wm. Savage & Company)
(Agency: Benton & Bowles, Inc.)	Midwest Folding Products Sales, Inc. 61
Angelica Uniform Company 11	(Agency: Mohr & Eicoff, Inc.)
(Agency: Industrial Advertising Co., Inc.)	Miller Brewing Company 51
Art Textile Corporation 4	(Agency: Mathison and Associates, Inc.)
(Agency: Edward F. Ruder Associates, Inc.)	Minnesota Mining & Manufacturing Co. 32
Ask Mr. Foster Travel Service 59	(Agency: Erwin Wasey, Ruthrauff & Ryan, Inc.)
(Agency: Needham & Grohmann, Inc.)	Mitchell Mfg. Co. 63
AutoBar Systems Div., American Machine & Metals, Inc. 64	(Agency: Charles F. Pearson & Associates)
(Agency: Babcock, Romer, Carberry & Murray, Inc.)	Modern Swimming Pool Co., Inc. 38
Bally Case & Cooler Co. 75	(Agency: The Zlouse Company, Inc.)
(Agency: Beaumont, Heller & Sperling, Inc.)	Molitor, Inc. 78
Bingo King Co., Inc. 74	Monroe Company, The 73
(Agency: Curt Freiburger & Co.)	(Agency: Lessing Advertising Company, Inc.)
Blodgett Co., Inc., G. S. 13	National Biscuit Company 83
(Agency: Croot & Brant, Inc.)	(Agency: Needham & Grohmann, Inc.)
Brown-Forman Distillers Corporation 2	National Theatre Supply Co. 14
(Agency: Erwin Wasey, Ruthrauff & Ryan, Inc.)	(Agency: Paul Smullen Advertising, Inc.)
Canada Dry Corporation-Johnnie Walker (Agency: J. M. Mathes, Inc.) 67	Olive Advisory Board 47
Card-Key System, Inc. 75	(Agency: J. Walter Thompson Co.)
(Agency: Davis & Blackwell, Inc.)	Oneida Ltd. 36
Caterers Equipment Company 80	(Agency: Conklin, Labs & Bebee, Inc.)
Chairmasters 52	Onox, Inc. 65
(Agency: Samuel L. Greenspan)	(Agency: Albert A. Drennan Advertising Agency)
Cheese Of All Nations, Inc. 72	Orchids of Hawaii, Inc. 68
(Agency: Ralph D. Gardner Adv.)	(Agency: Kenneth A. Glaser, Inc.)
Claremont-Majestic Employment Service (Agency: Equity Advertising Agency) 76	Owens Illinois Glass Company (Libbey) 16 & 17
Cleveland Range Co. 58	(Agency: J. Walter Thompson Company)
(Agency: David G. Wolaver Adv.)	Palen, Inc., Jos. F. 12
Conway Import Co., Inc. 78	Palmer-Oates Meat Co. 77
Cramore Products, Inc. 8	Paper Cup & Container Institute, Inc. 44
(Agency: Carpenter, Matthews & Stewart)	(Agency: Fuller & Smith & Ross, Inc.)
Customark Corp. 61	Park & Tilford Distillers Corporation 40
(Agency: Geer-Murray, Inc.)	(Agency: Mogul, Williams & Saylor, Inc.)
Dennis Company, Inc., Joseph K. 48	Parlor Derby, Inc. 43
Dennis Water Cress, Inc. 70	Polar Ware Company 50
(Agency: The Homer Guck Company)	(Agency: Charles Meissner and Associates, Inc.)
Dolge Company, The C. B. 72	Rastetter & Sons Company, Louis 57
(Agency: E. W. Moore Advertising)	(Agency: Bonsib, Inc.)
Don & Company, Edward 66 & 69	Richards-Wilcox Manufacturing Company 63
(Agency: Leo P. Bott, Jr., Adv.)	(Agency: Connor Associates, Inc.)
Dow Jones News Service 10	Schlitz Brewing Company, Jos. 39
(Agency: Martin K. Speckler Associates, Inc.)	(Agency: J. Walter Thompson Co.)
Duke Manufacturing Co. 29	Scotsman-Queen Products Division 37
(Agency: Edward F. Ruder Associates, Inc.)	(Agency: Colle & McVoy)
Duo-Dellay Products Div. of The Solarine Co. 46	Sexton & Company, John 45
(Agency: Herman W. Gent)	(Agency: Roche, Rickerd & Cleary, Inc.)
Du Pont De Nemours & Co. 25	Shane Uniform Company 56
(Agency: Batten, Barton, Durstine & Osborn, Inc.)	(Agency: Keller-Crescent Company)
Durkee Famous Foods 31	Shenango China Incorporated 49
(Agency: Meldrum & Fewsmith, Inc.)	(Agency: Ketchum, MacLeod & Grove, Inc.)
Duvernoy & Sons 60	South Dakota Pheasant Company 65
(Agency: Grant Advertising, Inc.)	Stahl Company, The Harlow C. 41
Fee Bros. 70	(Agency: Rossi and Company)
(Agency: Wilkinson Advertising)	Sterno, Inc. 7
Food Warming Equipment Co., Inc. 65	(Agency: Ted Bates & Co., Inc.)
Geepres Winger, Inc. 32	Stitzel-Weller Distillery, Inc. 81
(Agency: Denham & Company)	(Agency: Winius-Brandon Company)
Great Western Producers, Inc. 73	Straubel Paper Company 8
Greenebaum, Inc., M. H. 81	(Agency: Jack C. Wemple Advertising)
(Agency: Bruce Friedlich & Co.)	Taylor & Company, W. A. 6
Gruendler Crusher & Pulverizer Co. 69	(Agency: Charles W. Hoyt Co., Inc.)
(Agency: B. J. Teach and Associates)	Tru-Bounce, Inc. 71
Hardy & Co., Inc., James G. 74	Tuborg Breweries, Ltd. 3
(Agency: Lester Harrison, Inc.)	(Agency: Erwin Wasey, Ruthrauff & Ryan, Inc.)
Harvale Co., G. S. 62	Van Munching & Co., Inc. 7
(Agency: James R. Flanagan Advertising Agency)	Vita Food Products, Inc. 2
Hawaiian Paradise Products, Inc. 81	(Agency: Charles W. Hoyt Co., Inc.)
(Agency: Pathfinder Advertising Agency)	Vita Lustre 7
Hillyard Chemical Company 9	(Agency: Co-Operative Sales System)
(Agency: Farlow Advertising, Inc.)	Wabash Employment Agency 7
Hiram Walker, Inc. 53	Walker China Company 5
(Agency: C. J. La Roche & Co., Inc.)	(Agency: David G. Wolaver Adv.)
Howe Folding Furniture, Inc. 15	Weldon, Williams & Lick, Inc. 7
(Agency: Lawrence Peskin, Inc.)	Wesson People 1
	(Agency: Fitzgerald Adv. Agency, Inc.)
	Williams Laundry Machinery Co., Inc. 61

NAMES IN THE NEWS

William A. Kilby has been named director of exports for Heublein, Inc., producers of Smirnoff Vodka. Mr. Kilby has operated his own export business and has been associated with the international division of James B. Beam Distilling Co., Overseas Service Corp., Seakist, Welch Grape Juice and Orange Crush companies.

Harold M. Kinder has been made vice president of National Distillers Products Co., New York, and manager of control state sales. He succeeds J. W. Clapp, who has retired after ten years with company. Mr. Kinder joined National Distillers in 1954 as Ohio sales manager.

H. Peter Jurgens has been elected executive vice president and general manager of Almaden Vineyards, San Francisco.

Guy V. Sweet recently was appointed regional sales manager of walk-in sales for Bally (Pa.) Case and Cooler, Inc. In this position Mr. Sweet will be doing sales promotion in the states of Alaska, Washington, Oregon and the western part of Idaho.

Glenn M. Walker, C.P.A., has been admitted as resident partner associated with the Denver office of Harris, Kerr, Forster & Co., under the merger of the accounting practices of Harris, Kerr, Forster & Co. and Glenn M. Walker. The firm will retain the name Harris, Kerr, Forster & Co.

Albert L. Wrisley, Jr., has been appointed assistant professor of food technology to teach hotel and food man-

agement at the University of Massachusetts, Amherst. Mr. Wrisley was graduated from the Cornell University school of hotel administration and has done graduate work in the field at Michigan State University.

Acting Dean Fred Jeffrey of the University of Massachusetts announced that an associate degree in food management now will be given to the two-year graduates of the school. More stringent entrance requirements and a revised curriculum will be inaugurated in 1961.

B. C. Ohlandt, executive vice president of National Distillers and Chemical Corp., was honored as 1960 "Man of the Year" of the alcoholic beverage industries. Ed Gibbs, publisher of the Ed Gibbs Newsletter, presented the plaque award. Also awarded were "Edgars" to over 40 members of the distilling, brewing, wine and publishing industries.

Morton Diamond has been named vice president in charge of sales and market research for Bloomfield Industries, Inc., Chicago manufacturer of stainless steel restaurant equipment. Prior to his association with Bloomfield Mr. Diamond served as general manager of the restaurant equipment division of the Proctor-Silex Corp.

Cart with Nine Lives

"The Cart with Nine Lives" will be a feature of the Legion Utensils Co., Inc., Long Island City, N. Y., booths #1341 and 1343 at the National Restaurant Show May 22-25 in Chicago.

The basic serving cart, which is 14 inches wide for ease of moving in the dining room, also can be used as a wine, cordial, oval chafing dish, combination chafing dish, pastry, hors d'oeuvre, salad dressing and cheese cart. It comes in stainless steel, copper and stainless steel, or "Legion Gold."

FOR LUXURY DINING—LAND, SEA OR AIR,
NO FINE MEAL IS COMPLETE WITHOUT

GEORGES BRUCK

Foie Gras

STRASBOURG (FRANCE)

A Preferred Quality Product Since 1852

Sole Distributors for the United States

CLASSIQUE FOODS DIV., M. H. GREENBAUM INC., 165 CHAMBERS ST., N. Y. C. • Digby 9-4300

PARTIES from the PACIFIC



Hawaiian

Oriental

Transform your club into a corner of Waikiki or Tokyo for your next party!

**SEND FOR FREE ORDER
KIT TODAY!**

...over 250 kinds of authentic flower leis, corsages, decorations, party attire and foods to select from...plus many helpful suggestions.

HAWAIIAN PARADISE PRODUCTS, INC.

P. O. BOX 415, EL CERRITO
CALIFORNIA LANDSCAPE 4-6434



Fit for a King!

—these Low Cost

"Linen-Like" Paper

Banquet Table Cloths



300' long,
40" wide in
White, Pastel
Yellow
or Pink

Straubel
TOWELS & TISSUE

STRAUBEL PAPER CO. • GREEN BAY, WIS.



At top: A grand, sweeping stairway beneath a 35-foot dome is the focal point between the two-story Southern mansion of the Commerce Club, Atlanta. The stairway is lighted by a chandelier of hand-cut Waterford crystal. Above: French hand-blocked Zuber scenic murals of the American Revolution cover the dramatic curve of the stairwell.

Adjacent to the grill is the reading room-library done in red with oak paneling and antique carvings.



Newest Designs In Clubs


Commerce Club, Atlanta



The new Commerce Club, Atlanta, is housed in a traditional high-ceilinged mansion constructed on the 15th and 16th floors of the Commerce Building. Above is the oak-paneled bar and grill with the atmosphere of Williamsburg's Raleigh Tavern.

The formal Georgian main dining room of the Commerce Club seats 236 persons. Membership in the club is limited to 1000.





Salads sing for Waverly Wafers!

THE BEST FOOD DESERVES THE FINEST CRACKERS

It's love at first bite when your customers taste crisp, oven-fresh WAVERLY WAFERS, served so invitingly in NABISCO'S Individual Service Packets. They're simply wonderful with salads, soups and cheese and they have flavor that's sure-to-please everybody. You'll surely like them, too. Easy, economical to serve, cuts food cost—no waste of time, no waste of crackers, thanks to the attractive moistureproof cellophane packets. Under 1¢ per packet. ©

SEND FOR FREE BOOKLET AND SAMPLES

NATIONAL BISCUIT Co., Dept. 11-E
425 Park Avenue, New York 22, N. Y.

Name Title

Organization

Address

City Zone ... State



The
ONE and ONLY
name that
ALWAYS
means
BOTTLED
IN BOND
KENTUCKY
BOURBON

to give you more
flavor... the ultimate
in Bourbon enjoyment



YOUR KEY TO HOSPITALITY

STITZEL-WELLER America's Oldest Family Distillery • Estab. Louisville, Ky., 1849 • 100 Proof Straight Bourbon Whiskey